Southern

HARD

Ann Arbor Mich 313 North First St University Microfilms

In this issue, Special Section on Christmas Promotions, Page 39

ROYAL NORSEMAN PUSHMOBILE



THE FOREMOST LINE OF KARTS .

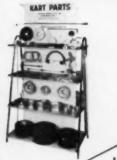
A CHRISTMAS SALES SENSATION!

ROC-EDGE BLADES

OVER TWO MILLION BLADES PER YEAR!







WORTH DOLLARS
TO YOU TO FIND
OUT MORE ABOUT THE NORSEMAN LINE OF QUALITY PRODUCTS

ROCCO PRODUCTS, INC.

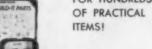
NORSEMAN, INC. 2916 FOURTH AVENUE SOUTH MINNEAPOLIS 8, MINNESOTA

NORSEMAN

HANDYMAN EASY BUILD-IT

PARTS

A CONCENTRATED PARTS INVENTORY FOR HUNDREDS OF PRACTICAL



- FOR THE HOME
- IN THE YARD
- FOR THE YOUNGSTERS

CONVERTIBLE LADDER

WITH MANY USES



A SHIERREST AND ADDRESS OF THE PARTY OF THE

MARRINE



STEP LADDER



PERFORMS HUNDREDS OF JOBS AROUND THE HOME



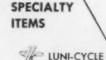
NORSEMAN

SPORTSTER

SCOOTER

QUALITY BUILT AT A REASONABLE PRICE

JMBER JACK





UP AND ON THE ROOF















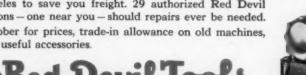




Guarantees Perfect Color Matching Every Time

Every store-mixed color system needs a Red Devil Paint Conditioner to put all the pigment in perfect suspension, to insure the thorough blending essential for correct color matching.

Choose from the three models shown here, the Red Devil Paint Conditioner that suits your needs. Whichever you choose, you get full-year guarantee. Shipment from Union, N. J., or Chicago, or Los Angeles to save you freight. 29 authorized Red Devil service stations - one near you - should repairs ever be needed. See your jobber for prices, trade-in allowance on old machines, and data on useful accessories.





Union, N. J., U. S. A.

Vorld's Largest Manufacturer of Painters' and Glaziers' Tools Since 1872



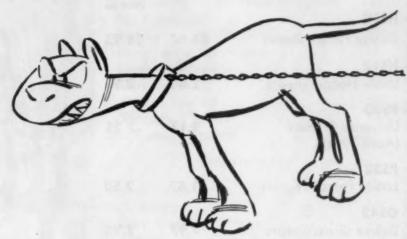
Red Devil No. 33, the heavy duty model for 1- to 5-gallon cans and 4-can cartons.

Red Devil-Harbil HB 7, shakes 2 cans at once, anything from 1/4 pint to 1 gallon.

2767

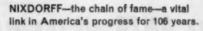
"I sure hope that's a NIXDORFF chain..."





there's STRENGTH in a name

LIVOITI III a name



Packaged for profits chain packs, drums, and Merchaindiser



NIXDORFF-KREIN MFG. CO.

ST. LOUIS 6, MO.

WELDED AND WELDLESS CHAINS / CHAIN ASSEMBLIES / CHAIN SPECIALTIES / WAGON AND TRUCK HARDWARE

ANOTHER AMES PROFIT-MAKER... A FAST MOVING ASSORTMENT OF THE NEW AMES GARDEN SHEAR LINE...

CONTAINS	COST (eq.)	SUGGESTE RETAIL PRICE (og
2 - HS10		Thirt (ou
Deluxe Hedge Shears	\$3.97	\$5.95
2 - HS12 Utility Hedge Shears	2.64	3.95
4 - PS30 Universal Pruners (Anvil Type)	2.17	3.25
4 - PS32 Ladies Parrot Pruners	1.67	2.50
6 - G\$42 Deluxe Grass Shears	1.97	2.95

18 ITEMS CATALOG NO. AS-18

TOTAL TOOL RETAIL VALUE \$60.50

DEALER COST \$40.40

plus, MERCHANDISER . . . FREE
 and, 6 "DIAL-IT"
 PRUNING GUIDES FREE

(\$3.00 Retail Value)

TOTAL RETAIL VALUE.....\$63.50

(Including "DIAL-ITS")

People who know Quality choose AMES all the way!





finer products thru higher standards

PARKERSBURG O. AMES CO. WEST VIRGINIA

GARBEN SHEARS SHOVELS GARBEN TOOLS CASUAL FURNITURE METAL HOUSEWARES

HARDWARE

Vol. 129 - No. 11

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Southwest Ramblin's
Convention Dates
Catalogs & Bulletins

Swinging Around the Southeast



BPA

Published monthly by W. R. C. SMITH PUBLISHING COMPANY Dalton, Ga., and Atlanta, Ga.

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BUSINESS TRENDS

► Business Picture

Some <u>sluggishness</u> in <u>business</u> since mid-summer has caused worry among consumers. Spending for durable goods fell off in August, and <u>department store</u> sales have slipped in recent weeks. <u>Retailers</u> complain, particularly, about slow <u>appliance sales</u>. At the same time there has been no evidence that consumers plan to cut back drastically on spending. <u>Savings have increased</u> notably in past months with the result that some economists feel that spending will be <u>stepped up sharply</u> in remaining weeks of 1960. With consumers so well-heeled, the outlook is for a <u>record Christmas buying</u>. Inventories should be put in shape for a Christmas rush that might exceed 1959 in dollar volume by as much as \$150 million a week.

► Homebuilding

Signs of new life in residential construction should be good news to hardware retailers for it could herald rising sales of lawn and garden supplies, and all other home maintenance products. High rates of interest borrowers must pay on home loans, however, tends to retard home building.

► The State of the Market

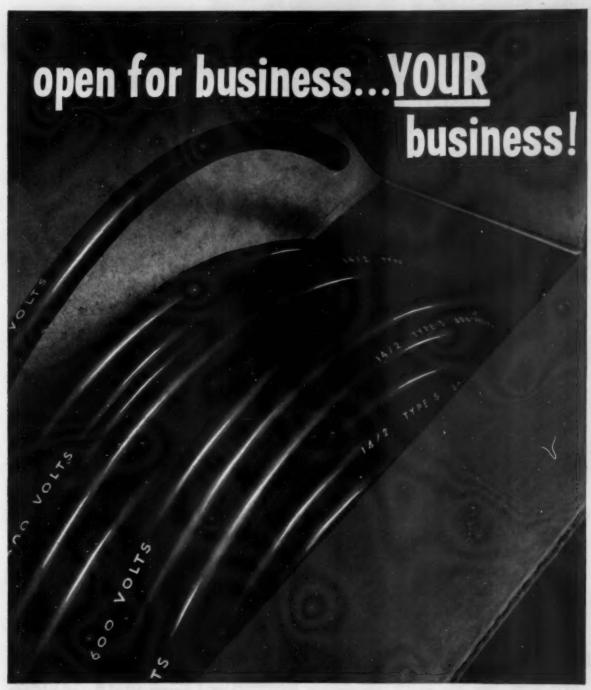
Despite pessimistic talk, 1960's business activity will top any previous year. There's good reason for it. In the summer months more Americans held jobs (68.3 million) and at higher incomes than ever before. Personal income averaged \$1,975 for every man, woman and child in the nation and may reach \$2,000 before the year ends. At an annual rate this was a total of \$407.6 billion in August, 6% above a year earlier. Installment indebtedness has slacked off at a time when personal savings have increased. All of this paves the way for a business rise in 1961.

► Prices

Stability of prices in recent months has tended to hold down inventory at all levels of the trade and the outlook is for a continued stability. Signs of renewed inflation could lead to inventory building and, in turn, some upward adjustment in prices.

► Farm Income

For the first eight months of 1960 <u>cash farm income totaled \$19.5</u> billion, slightly above the 1959 period. Receipts in July and August <u>averaged 4% above the 1959 months</u>. Receipts from livestock and products totaled \$12.1 billion, while crop receipts amounted to \$7.4 billion.



ROYAL Portable Cords

have the quality, the reputation, and the packaging to open up more sales and profits for you! There's a complete range of cord types and sizes, serviced by Royal's nationwide sales organization. Rubber, neoprene, thermoplastic portable cords. Fixture wires. Lamp cords. Machine tool wires. Thermo cables. Bell wires. Coaxial cables. And more. Stock up now on the fastest-selling cord line . . . the line that's preferred by users . . . the line that means business — for you . . . Royal! When you order cords from your wholesaler, specify Royal.



ROYAL ELECTRIC CORPORATION
PAWTUCKET, RHODE ISLAND

In Canada.

Royal Electric Company (Quebec) Ltd., Pointe Claire, Quebec

WEATHER-RESISTING TARPAULINS

"DiTraCo" Tarpaulins are Triple-Stitched with Durable Thread. Heavy Metal Grommets for tie-ropes are set into reinforced canvas 3' to 4' apart on all sides. Individually wrapped and labeled. Made in accordance with U. S. Com. Standards. CS-28-46

Cut Sizes In Stock	8 oz. S.F. Duck	10 oz. S.F. Duck	12 oz. S.F. Duck	14.90 oz. S.F. Duck
5' x 7'	\$ 2.10	\$ 2.45		
6' x 8'	2.88	3.36		
7' x 9'	3.78	4.41		
8' x 10'	4.40	5.20	\$ 5.80	
8' x 12'	5.28	6.24	6.96	
8' x 18'	7.92	9.36	10.44	
10' x 12'	6.60	7.80	8.70	\$10.20
10' x 14'	7.70	9.10	10.15	11.90
10' x 16'		10.40	11.60	13.60
10' x 18'		11.70	13.05	15.30
12' x 14'		10.92	12.18	14.28
12' x 16'		12.48	13.92	16.32
12' × 18'		14.04	15.66	18.36
14' x 16'		14.56	16.24	19.04
14' × 18'		16.38	18.27	21.42
14' × 20'		18.20	20.30	23.80
15' x 18'		17.55	19.58	22.95
15' x 20'		19.50	21.75	25.50
16' x 18'		18.72	20.88	24.48
16' x 24'		24.96	27.84	32.64
18' × 24'		28.08	31.32	36.72
20' x 20'		26.00	29.00	34.00
20' x 24'		31.20	34.80	40.80
20' x 30'		39.00	43.50	51.00
Sq. Ft. Price For All Sizes Not Listed	51/24	61/24	734¢ ·	81/2¢

Note: Add 1/2¢ per sq. ft, extra for any sizes not listed which are smaller than 8' x 10'.







orners for

Grommets reinforced convast

Triple-stitched ms for greater ingth!

We make "DiTraCo" Top-Quality Tarpaulies in our own modern well equipped factory.

DITRACO PUP TENTS

Made in our own Modern Factory. Closely-Woven Drill, weight approximately 5.65 az. per sq. yd. before treating. Durable Olive Drab Weather-Resisting Finish.



Single End #711 \$3.75



Double End **#712** \$4.75

Individually packed - complete with Poles, Stakes and Ropes. Size approximately 5' Wide x 7' Long x 3'6" High.

MEN'S RUBBER-COATED **BUCKLE - FRONT**



Heavy - Weight Rubber-Coated Men's Raincoats.
Buckle-Fronts. Cordurey-Tipped Collors. Collars Reinforced with Rivets.
All Seams Sealed-Guar-onteed Waterproof. Ventilated Cape-Backs. Full Cut. Full Size Slash Pockets. Long Length-Pockets. Long Length-Pockets. Natural Rubber-will not Crack, Bresk, or Peel. Ventilated under Arms. Made in Japan-Wobbing Collar Hangers Riveted in Collars. Indiv. Pkg'd in Poly. Bags. Sizes 32 thru 50.

375 each

MEN'S RUBBER-COATED RAINCOATS

#15-B BLACK #20-OD Olive Drab

All seams sealed and taped. Guaranteed 100 percent waterproof. Double button waterproof fly fronts. Buttons sewed securely and reinforced with backing buttons. Natural rubber-Will not crock or peel or break. Large pockets. Pockets are rivet-reinforced. Pockets have metal bottom drain-eyelets. Two-Way Pockets

tom drain-eyelets.
Twa-Way Packets
Full-Cur pattern. Ventilated under arms. Exfull-cur pattern. Ventilated under arms. Extra bottom-tab clasures. Raglan sleeves.
Heavy web hangers riveted into collars. Tabs
with buttons riveted
onto cuffs. Individually
packaged in poly, bags.
Made in Japan. Sizes
Ja-50. Excellent workmanship. We unconditionally Guarantee
"DiTrace" Raincoots
against defective materials and workmanship and to give satis
faction in every way.

\$280 each



MEN'S RUBBER-COATED RAINSUITS PARKA-HOODS ZIPPER-FRONTS

#RC-25 OLIVE DRAB #RC-30 BLACK

Parka-Hood Jackets. All seoms Toped and Sealed. Guaranteed 100% Water proof. Roglan Steves. Zipper fronts with gussets. Snaps on cuffs. Hoods have drawcords. Overall-type points have snapclosing flys. Natural rubber . . will not crack, peel or break. Drawcords at bottom. Ventilated under arms. Individually packed in paly. bags. Made in Japan. S-M-1.

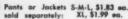
(XI, \$3.47 set)

Pants or Jackets sold separately: S-M-L, \$1.83 ea. XL, \$1.99 ea.

MEN'S RUBBER-COATED RAINSUITS COAT-STYLE, BUTTON-FRONTS #RC-21 OLIVE DRAB

#RC-31 BLACK
Rubber-Coated Rainsuits, with Coat-Style
Jackets. All Seams
Taped end Seoled
Guaranteed 100%
Waterproof. Concealed-Button Water
Tight Front Closures.
Snaps on Cuffs. Hangers
Collors. Large, Two-Way Ste
Pockets. Overall-type Po
have Snap-Closing flys. Go
Coating of Natural Rubber
Will not Crack, Peel or Brev
Ventilated under arms. Ragi
Sleeves. Very Full Cut. Ma
In Japan. Excellent Warkun
ship. Individually Packaged
Poly. Bags. S-M-L,
(XL, 33.47 set) #RC-31 BLACK

set



(XL, \$3.47 set)

Are you making full use of our Reader Service?

The editorial and business staff of SOUTHERN HARDWARE is eager to serve you. One way in which we can help you is to make it easy for you to draw upon the wealth of technical and promotional material available to you from manufacturers.

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature, sales aids and new products.

Check over the list of publications and informative bulletins available; note the numbers of the ones you need on the handy return card on page 65, along with your name, title, company, and address plainly written. We will tell each manufacturer to send directly to you the information you want.

SOUTHERN HARDWARE

806 Peachtree St., N. E. Atlanta 8. Georgia



CAMPBELL CHAIN Company

CAMPBELL

CHAIN

FACTORIES: York, Pa.: West Burlington, Iowa; Union City, Calif. WAREHOUSES: E. Cambridge, Mass.; Atlanta, Ga.; Dallas, Texas; Chiçago, Ill.; Portland, Ore.; Seattle, Wash.; Los Angeles, Calif. Makers of Famous CAMPBELL Jiffy Lug-Reinforced TIRE CHAINS

FACTS & FIGURES

Sales Decline in September for Southern Hardware Wholesalers

FOLLOWING an upturn in August, sales by Southern hardware wholesalers in September again turned downward with the result that distributor sales throughout the South averaged 8.4% under the 1959 month.

The monthly survey conducted by SOUTHERN HARDWARE revealed that the sales decline was heaviest among Mid-South wholesalers, averaging 13.6%. Southwestern distributors reported an average drop of 8.4%, followed by an average loss of 2.2% in the Southeast.

For the January-September period, sales averaged 5.5% under the nine month period of

1959. Sales were off an average 7.1% among Southeastern wholesalers, and 6.5% among Mid-South distributors. Southwestern wholesalers reported an average drop for the period of 3.9%.

In the number of days' business on the books the average was virtually the same in each geographical region—48.8 days in the Southwest, 48.6 in the Mid-South, and 48.4 in the Southeast.

Inventory levels advanced moderately in the Southwest and among Southeastern wholesalers, but declined fractionally in the Mid-South. For the entire South, inventories were up an average 2.1% in September.

- Retailers continue to search for added profitable lines. To expand services to customers, many are stocking finished lumber and allied lines. Homeowners provide natural market for the suburban store.
- Don't overlook importance of builders hardware. A SOUTHERN HARDWARE survey shows that among Southern dealers, more than 98% handle these products and that average annual volume approaches \$9,500.
- Be prepared for record Christmas business. With income at a high level, consumers have the money to spend. Push toys hard and feature sporting goods as gifts.
- New models of power mowers are hitting the market. Careful selection of a line best suited to your trade can lead to substantial profits. Availability of financing plans will help sales of quality mowers.
- Farmers should be good customers this winter.
 Farm income is slightly ahead of 1959 and the outlook for continued price stability is good.

WHOLESALE HARDWARE SALES AND INVENTORIES

	SALES			INVENTORIES	
GEOGRAPHICAL DIVISION	Percent	Change	No. Days' Business on the Books	Percent Change Sept. 1960 from	
		9 Months '60 from			
	Sept. 1959	9 Months '59	Sept.	Sept. 1959	
SOUTHEAST	— 2.2	—7.1	48.4	+2.3	
MID-SOUTH	-13.6	6.5	48.6	3	
SOUTHWEST	- 8.4	-3.9	48.8	+3.8	
ENTIRE SOUTH	- 8.4	-5.5	48.6	+2.1	

Geographical divisions: Southeast (W. Ya., Ya., S. C., N. C., Ga., Fla.) Mid-South (Ala., Tenn., Ky., Miss.) Southwest (La., Ark., Okla., Tex.)

WRIGHT-BERNET means BRUSHES



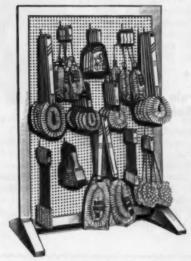




For every cleaning need! It's the RIGHT brush if it's a WRIGHT-BERNET brush.

> No. 24 PROFIT-PAK Floor Brush Display





No. 1750 PROFIT-PAK Household Brush Display







You can be sure of a Profit-Packed turnover with the PROFIT-PAK displays











WRIGHT-BERNET, INC.

DON'T FORGET -1524 Bender Ave., HAMILTON, OHIO If it's Brushes!-"Wright-Bernet"

INDUSTRY NEWS

Fletcher to Represent J. R. Clark Co.

THE J. R. CLARK Co., Spring Park, Minn., announces the appointment of Donald P. Fletcher as eastern sales representative.



Donald P. Fletcher

Fletcher, formerly with Lambert Pharmacal Co., will cover Virginia, North and South Carolina, Maryland, Delaware, Pennsylvania, and New Jersey.

New Systems Set Up by Bluefield Hardware

A NUMBER of physical changes designed to improve company operations and customer service have been instituted by Bluefield Hardware Co., wholesalers in Bluefield, West Virginia.

Recently the company put into use a newly-acquired parking lot as a means of improving customer service. The "will call" counter located at the end of the parking lot requires the services of six inside or counter salesmen with an inside sales manager.

The shipping department, directly behind the "will call" counter, works all orders includ-

ing those shipped by common carrier. However, any orders marked "will call" are delivered by the shipping department to the counter with the bill of lading. The shipment is immediately invoiced to the customer.

A man lift, serving all four floors of the warehouse, has been installed and company officials believe this installation will improve the efficiency of shipping, "will call," and counter personnel.

Campbell Chain Appoints Kreidler as Sales Rep

LLOYD KREIDLER recently was appointed sales representative by the Campbell Chain Co. of York, Pa. His appointment, which becomes effective immediately, was announced by A. A. Hally, vice-president - marketing. Kreidler will be working under David A. Ruffin, manager of the company's



Lloyd Kreidler

Southwest district.

A native of Kansas, Kreidler is a graduate of Southern Methodist University and did graduate work at the Austin Presbyterian Theological Seminary, Texas. He served in the United States Army at Fort Hood, Texas.

Mid-America Show Offers How-to and What-to Sell

How to increase profits by increasing sales and turnover will share equal prominence with learning what's new at the second annual Mid-America Lawn, Garden & Outdoor Living Trade Show at Navy Pier, Chicago, November 13-15.

"Buyers are eager to know—and manufacturers are eager to tell them—what is planned in the way of new ways to sell as well as new products to sell," Managing Director Frank M. Yeager said.

"The nation's leading manufacturers will unveil such things as new co-op advertising programs, new deferred payment and early order plans, new displays and point-of-purchase pieces to stimulate impulse buying, and a battery of other selling ideas," Yeager pointed out.

"And, of course, manufacturers will display for the first time in the Midwest hundreds of products new in concept and design," Yeager added.

Approximately 10,000 buyers are expected to see the largest and most complete showing of lawn, garden and outdoor living products ever displayed in the Midwest.

Show hours are: Sunday, November 13, 1 p.m. to 7 p.m.; Monday, November 14, 10 a.m. to 8 p.m.; Tuesday, November 15, 10 a.m. to 5 p.m.

Chartered buses will run on regular schedule between Loop hotels and Navy Pier.



ART. 556



ART. 556-B

SUPERIOR QUALITY

Our complete line includes twisted or braided, cotton or nylon and plastic clothes lines and kitchen lines in all sizes with tested breaks from 85 to 575 lbs.



ART. 551



ART. 551-B

ART. 556* Solid Braided Clothes Line No. 6 50 ft. hanks Pkd. 12 ART. 556-B* No. 7 Clothes Line 50 or 100 ft. hanks Pkd. 12 ART. 551 Braided Clothes Line 50 ft. hanks Pkd. 12 ART. 551-B Polished Braided Clothes

*Individually wrapped in pliofilm sleeves

Line 50 ft. hanks Pkd. 12

Put your confidence in the QUALITY LINE ..

Vinyl Weather Stripping Wood Glue Braided Nylon Line Seine Twines Seine Cords Trot Lines Staging Venetian Blind Cord Sash Cords Clothes Lines Mason Lines Fishing Lines Jump Rope

Mop Heads Wrapping Twines Kitchen Lines Express Twines Chaik Lines
Parcel Post Twines
Polished India Twines
Plastic Clothes Lines Jute Twine Nylon Casting Lines Manila Ropes Masking Tape Freezer Tape Polyethylene Ropes



Orders of \$75.00 or more, freight prepaid. Orders of less than \$30.00 f. o. b. Mill, Lawndale, N. C., Van Nuys, Calif., Marietta, Minnesota, Dallas, Texas, or Waynetown, Ind. Orders of \$30.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

ESTABLISHED 1873 Cleveland Mills Company

LAWNDALE, N. C.

14346 Bessemer St., Van Nuys, Cal. * Marietta, Minn. * 2644 Freewood Drive, Dallas 20, Texas * Waynetown, Ind.

SOUTHERN HARDWARE for November, 1960

For more information use Handy Return Card, Page 65

This Month with the Old Guard



THE COMING of autumn usually means a heavier traveling schedule for many an Old Guardsman, most of whom were hitting the road in October and November.

Writing from Nashville, Al Misner mentioned that "while over Memphis way recently I ran into that wild turkey hunter, Sheff Clark. Sheff had a couple of good stories to tell as we rode out in his A/C Cadillac to lunch with several of the Stratton-Warren boys. Sheff was trying to get away to Kentucky Lake. (I wonder who he sells up there?) The boys in Memphis were talking about how much George Barton will be missed.

"The buyers at Stratton-Warren were very busy, but I had the good fortune while there to run into Charlie Smith, business manager for SOUTHERN HARDWARE magazine."

Secretary-Treasurer Charlie Pitts has announced the addition of two new members to the Old Guard Roster. They are: Jack S. Browne, Southern regional manager, Jones & Laughlin Steel Corp., Container Division, Atlanta, Ga.; and Scott A. Poage, who is associated with Frank & Forrest Johnson of Oklahoma City, and makes his headquarters in Waco, Texas.

Charlie had just returned home from a lengthy trip out West and had hoped to "take a few days off in October at my usual fishing haunts on the Keys."

Charlie also reported the passing of Russell S. Persing, who became a member of the OG in 1947.

He was associated with the Clyde Cutlery Co., Clyde, Ohio.

In late September, home chores were beginning to get the best of Forrest Johnson who was looking forward to taking off again on trips which would keep him on the trail until December. It seems that Forrest had spent some three weeks going 'round and 'round with painters, roofers, upholsters, carpenters, etc., who were doing work on the ole homestead.

Forrest tells the story of the porter at Morrow-Thomas Hardware Co. who created considerable excitement recently when he chopped off the tail of a snake while mowing the grass. It seems that the porter had similar difficulties on a previous occasion and someone else had to finish the job. Neither did he linger on the premises this time, but prudently retreated to the safety of the building.

On his last visit to Morrow-Thomas, Forrest reports that following some heavy rains the frogs were creating a disturbance with their croaking. It was suggested to the company that it quick freeze the frogs and thereby expand its lines.

From Dallas, Paul Speaker writes that he missed seeing Ed Hoge in New Orleans by a hair but met Scott Poage in Houston. Paul advises that Harry Taylor attended the Hardware Golf Association meeting in Colorado Springs, and that Bob Raymond also was reported as being on the scene.

Paul advised that L. N. Cole-

man, sales manager of the hotel and restaurant division of Huey & Philp Co., passed away in September.

Al Schenck, who retired in 1959, after 45 years with Savage Arms Co. recently closed his summer home at Big Moose Lake, N. Y., before heading south to Ft. Lauderdale for the winter. Al planned to stop off for the convention in Atlantic City for a reunion with old friends.

I. H. Griffin and Bill Currie have announced that their outfit, A. H. Deveney & Co., has been appointed to represent the Electro-Line Products Corp., Saulkville, Wisc., in the South and Southwest.

Bill would be too modest to mention this, so his secretary reports that he was recently ordained as a deacon in the Mountain Brook Baptist Church.

More news from the great Southwest: New member Scott Poage writes that J. W. Barnes, president of the Texas Wholesale Hardware Association and Waco Hardware Co. managed to steal away for a two weeks vacation recently, mainly because of some clever planning by Mrs. Barnes who set the date and refused to tell where they were going. She wanted it to be a real vacation for J. W.—out of touch with business matters.

Scott goes on to say that "John W. Tabor, who the older members of the OG will remember as 'the tough old man' on the buyers desk at McLendon Hardware Co., Waco, has returned to live in Waco again. John has a nice apartment at Haven Manor, 1716 Fort Ave., Waco, Texas. He says that his ice box has enough refreshments to take care of any OG members who care to stop by and spend a few hours passing around the pasteboards. Just a word of caution, John still uses the same rules that he played with in the past at Southern Association conventions."

Commenting on some fellow travelers, Scott says that "we all agree that Connie Goldstrohm can hold his own eating oysters, but have you ever seen him put away those boiled crabs at San Jacinto Inn in Houston. Tried to get Paul Speaker to go out to San Jacinto with Connie and me, but he wouldn't try it."

Harry Hoffner was hospitalized in Atlanta in late September by a duodenal ulcer which was acting up. At last report he was much better.

It is good to learn from Harry Taylor that "the Old Guard was on the job at Colorado Springs during the annual meeting of Hardware Golf Association. J. W. 'Wally' Nall walked away with honors in the championship flight.

"Jack Neely, president of the Southern Association also was in good form, wearing out the course along with Howard Price, president of the National Association. I was accused of accepting a bribe to hide Jack's clubs and shoes, but it ain't so, Jack.

"Dietz Lusk, 'Bab' Babington, Stuart Jones, Bob Raymond, and yours truly also tried or watched."

Piedmont Hardware Plans Merchandise Show

A SECOND ANNUAL General Merchandise Trade Show has been scheduled by Piedmont Hardware Co., wholesalers in Danville, Va. The show will be held in the company's 6500 square foot sales display room, February 15-16.

More than 55 manufacturers are expected to participate in the show which will exhibit the latest items in various product lines. Individual booths will be set up for each major line.

National Hardware Show Moves to Chicago in '61

THE NATIONAL Hardware Show will be moved from New York to Chicago for the 1961 show, according to Managing Director Frank M. Yeager. The 16th annual show will be held in the new Chicago Exposition Center October 2-6, he announced.

"The National Hardware Show has not been held in Chicago since 1955, and Chicago because of its location geographically and economically merits a complete show," the managing director declared.

"And with the opening of the mammoth \$35,000,000 Exposition Center, Chicago offers a suitable building for the most complete and diversified trade show in Ameriica," Yeager added.

Chicago's new exposition building provides the most modern facilities for efficiency, convenience and comfort. It is strategically located on the lake front at 23rd Street, just a short distance and easily reached from the Loop. The air-conditioned building has excellent catered restaurants, Yeager points out, including a 650-seat dining room overlooking Lake Michigan. And parking space is available for 7,500 automobiles.

Complete information about the 1961 show may be obtained by writing National Hardware Show, 331 Madison Ave., New York 17, N. Y.

Turner Corp. Elects Engh as President

HAROLD V. ENGH, Jr., recently was elected president of Turner Corp., Sycamore, Ill. Engh previously served as executive vice-president to this 90-year-old company.

Turner manufactures a complete line of propane and gasoline torches, melting and heating units, propane camping equipment, portable bunsen burners, halide leak detectors, and tubular plumbing goods.

Houghtaling Named Sales Manager—Reo Products

APPOINTMENT of Don Houghtaling as sales manager - Reo Products, Motor Wheel Corp., Lansing,



Don Houghtaling

Mich., is announced by Murray J. Franklin, general sales manager.

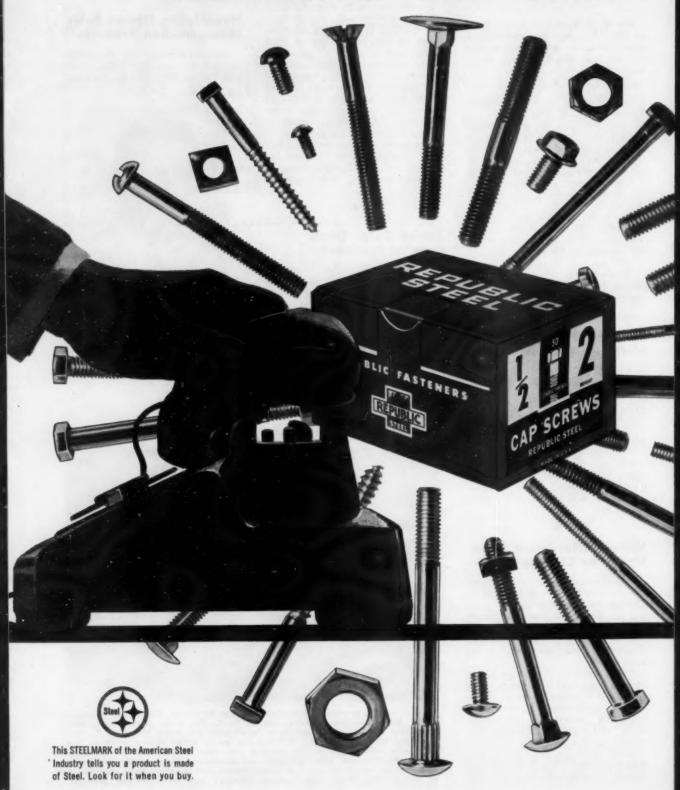
Houghtaling was formerly service manager of the consumer products division.

H. R. Harrison Addresses Dealer Clinic



H. R. Harrison, president of Virginia-Carolina Hardware Co., is addressing a Dealer Clinic Meeting in Rocky Mount, N. C. The series of meetings, held September 19-22, were conducted in Fayetteville and Rocky Mount, N. C., and in Orange and Richmond, Va. This was the second series of such meetings, the first being held in March. The meetings have been planned and conducted by Robert W. Harrison, sales manager and purchasing agent of the wholesale organization. This series was held in cooperation with the three pictured divisions of The Stanley Works and featured Stanley's new merchandising program.

JUST PICK UP THE PHONE ...



Call your Republic Distributor for quick delivery of quality fasteners

Don't let temporary stock shortages cost you sales. Your Republic Distributor stocks a wide variety of standard fasteners. Call for quick delivery and you get delivery right now ... in whatever quantities you request.

Your Republic Distributor and his staff understand your needs and problems, and work hard to help you meet them. You can count on him for quick, dependable service on his complete line of hardware supplies. To prove it, just pick up the phone. He's listed in the Yellow Pages under HARDWARE WHOLESALE.



REPUBLIC STEEL

Quality Supplies ... Quality Suppliers



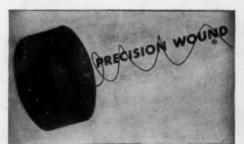
BLUE RIDGE ROOFING



"HINGE JOINT" FENCING



PLASTIC PIPE



BALER WIRE



NAILS



BARBED WIRE

ATTRACTIVE DISPLAY FOR NYLOK® SELF-LOCKING NUTS helps you sell. Illustrated on the package are suggested NYLOK Nut uses. The six most-popular sizes are contained in the handy selfservice Iray.



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Please send more information on:

- Bolts and Nuts
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- ☐ Plastic Pipe
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Company_

Address.

Zone__State_

Swinging Around The Southeast



By DAN M. FRY

• Fry-Holbrook & Associates • • • • • • • • Atlanta, Ga.

PLENTY OF mixed feeling about the coming presidential election... One hears quite a variety of opinions, and for some reason or other, people seem to voice their opinion openly this time, which is good for democracy... We should be considerate of the other fellow's views... and the fact that he has a right to voice them... Heaven help us when we lose that right...

The beautiful and popular daughter of Murphy Bryan, Hasson-Bryan Hardware Co., Morristown, Tennessee, was married the latter part of August... Miss Ann Bryan became the bride of Charles Stanley Dickerson, son of Mr. and Mrs. Herman R. Dickerson, also of Morristown... Guests at the wedding report it as one of the most beautiful ever attended... A toast to Mr. and Mrs. Dickerson with the reminder that she has a wonderful father, who has many friends in the hardware field...

J. C. Albright, Allen & Jemison Hardware Co., Tuscaloosa, Alabama, was hospitalized some time ago for kidney stones, which were removed, and we are glad to report that Mr. Albright is expected back to work most any day now . . . can't keep a good man down . . . Mr. Albright has been with Allen & Jemison 51 years . . .

Hold everything! . . Just got this news from Len Smith's mother-in-law. (Len is with the New York Wire Cloth Co.) We knew the Smiths were expecting, but what do you think happened? . . . Twin Girls! . . . Yes Sir, Poppa Smith doesn't fool around when it comes to family affairs . . . The girls weighed six and seven pounds, born September 25th . . . Names: Charlotte Hazel and Barbara Al-

len . . . Mother doing fine . . . The Smiths have two boys, Christopher 4, and Leonard 19 months . . . Two girls and two boys . . . Good for you, Len . . . Congratulations!

George Gelston, Henderson & Baird Hardware Co., Greenwood, Mississippi, is back on the job, part time, after being out since July . . . Mr. G., glad to hear you are improving . . Needless to say, take it easy . . . Hugh Holt, formerly a road man for the C. M. McClung Co., Knoxville, Tennessee, has been made sales manager of Rome Hardware Co., Rome, Georgia . . . we wish Mr. Holt every success . . . Emmett Wright has just celebrated his 73rd birthday . . and still going strong.

Tom Fears, in charge of the plumbing department at Beck & Gregg Hardware Co., Atlanta, Georgia, has a new arrival at his home . . . Thomas Randall Fears, 9 lbs. 1 oz. at birth . . . Congratulations! . . . William B. Hall is the new representative in Florida for the John T. Everett Co., manufacturers agents . . Mid South Sporting Goods, Greenwood, Mississippi, have moved into their new building on Highway 82 Bypass . . . They will retain their old location for a retail store.

Sorry to learn of the death of George C. Barton, district manager for O. Ames Company . . . He died at his home in Memphis, Tennessee . . . Mr. Barton was 66 years of age and was with the O. Ames Co. 33 years . . . friendly and well liked . . . will be missed by his many friends . . .

Joe Lang, purchasing agent for Baird Hardware, Gainesville, Florida, suffered a heart attack... Reports are that Mr. Lang is im-

proving . . . we certainly wish him a speedy recovery and will keep you posted as to his progress . . . When you read this, the hardware show in New York will have been over . . . Many report plans to go . . . Yours truly will be there . . . It's hard on the dogs (feet), but most worthwhile.

See you next month.

Wood Shovel Appoints District Sales Manager

WAYNE R. HAVENS recently was appointed district sales manager for The Wood Shovel & Tool Co.,



Wayne R. Havens

of Piqua, Ohio. Havens will make territory headquarters in Ft. Worth, Texas, and will cover Texas, Oklahoma, Arkansas, and Northern Louisiana.

Clarke Firm Now Division of Studebaker-Packard

CLARKE Floor Machine Co. of Muskegon, Mich., is now a division of Studebaker - Packard Corp., according to an announcement by Ernest Cooper, Clarke president. The transaction became effective September 6.

Clarke Floor Machine Co., one of the nation's leading manufacturers of floor maintenance equipment, including floor maintainers, heavy duty wet-dry vacuum cleaners, rug and upholstery shampoo machines, power sweepers, floor sanding machines and edgers, will operate as autonomous division of Studebaker-Packard.

Spunky...
Spirited...

SPRINGFIELD!

ROTARY GARDEN TILLERS

Models 325 & 325R

Springfield

HORIZONTAL TILLER

Spunky! Willing to tackle any tilling job.

Spirited! Frisky as a colt while mastering any tilling job it's called on to do.

Springfield! Your assurance of the high quality that results from experience as the leading manufacturer of tillers in the U.S.

With Springfield Model 325R (shown below) you get effortless Reversatility . . . made possible by the efficient positive-action Springfield reverse mechanism. Whichever Springfield you buy, be prepared to enjoy the performance of a magnificently engineered machine. Spunky! Spirited! Springfield!

REVERSATILITY

Through the magic of stroboscopic photography you can watch Springfield reversatility at work. Available on Springfield Models 325R and 60VTR exclusively.



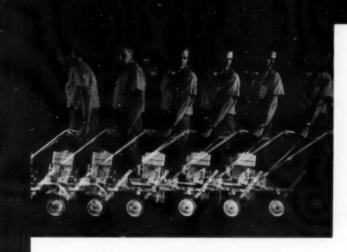
REVERSATILITY. You expect the best from Springfield, and in the positive-action reverse designed for Springfield Models 325R and 60VTR you get it!

Tight corners no longer are a problem. Turf clumping and difficult soils that ruin the efficiency of other tillers, don't faze your Springfield with Reversatility.

Either with the big Model 325R, or the all-purpose Model 60VTR, Springfield Reversatility adds to the pleasure of yard and garden tasks.

QUICK-CHANGE TINES. No mechanic's kit required to change tines on a Springfield. Efficient lifetime-guaranteed bolo tines are attached by a simple lock pin, and arrangements can be varied to till rows 8, 11, 17, 20, 23 or 26 inches in width.





HANDY-HANDLE CONTROLS. Topped by the marvelous Quick-Lok Clutch control, the full range of Springfield tiller controls are located within easy reach on the handlebars...mighty handy for busy hands! The Quick-Lok Clutch locks and unlocks with slight finger pressure, and is the Springfield way to end wrist fatigue. Its control is located on the right handlebar. Throttle control and optional reversing lever are close at hand on the left handlebar.

PERFECT OPERATING BALANCE. Springfield is the easiest of all tillers to use because of sensible functional design. Depth gauge (adjustable up or down to control depth of tilling) makes tiller, not you, do the work. Adjustable wheels and handlebars permit changing tiller balance to fit your needs perfectly.

Models 60VT & 60VTR Springfield VERTICAL TILLER

You'll find jobs for this Springfield vertical-shaft tiller all year 'round. Compactly designed, it's ideal for flower garden and yard work, yet tackles vegetable garden tasks willingly. Economically priced, its quality is assured because it's Springfield . . . top-selling rotary tiller in the U.S. Springfield Reversatility feature available on Model 60VTR.



Models 60VT & 60VTR

Engine: 3 h.p.-4 cycle

Starter: Recoil

Throttle: On handlebar

Clutch: Positive cone clutch drive, long-life clutch lining, "Quick-Lok" engaging mechanism—assures easier fingertip

lock release

Reverse: Separate lever control for safety operation, handlebar lever-operated.

Factory installed on Model 60VTR only.

Handlebars: Tubular steel-heavy dutyadjustable height

Worm, steel hardened and ground and Transmission:

bronze alloy worm wheel, runs in oil Bearings: Needle bearings for tiller shaft Timken bearings for worm shaft

Depth Bar: Adjustable 0" to 4" hinged for ease

of operation

Transport Wheels: 2-10"x1.75 semi-pneumatic (furnished)

adjustable width

Tiller Tines: High carbon forged steel—heat treated

for hardness, guaranteed for life against breakage, 12 tine blades, 12" diameter, adjustable width

Weight: 97 lbs.

Models 325 & 325R

Engine: 3.25 h.p.-4 cycle 3 h.p.-4 cycle in B & S

Starter Recoil

Throttle: On handlebar

Clutch: Belt tightener type. Positive "Quick-Lok" engaging mechanism—assures easier finger-tip lock release

Reverse: Separate lever control for safer operation. Handlebar lever operated. Positive belt

tightener type. Factory installed on Model 325R only

Handlebars:

Transmission:

Tubular steel—heavy duty—adjustable height

Worm, steel hardened and ground and

bronze alloy worm wheel, runs in oil Frame: Semi-steel casting

Bearings: Needle bearings for tiller shaft

Timken bearings for worm shaft Depth Bar: Adjustable 0" to 8"-hinged for easy

reverse of tiller

Transport Wheels: 2—10"x1.75 semi-pneumatic (furnished) adjustable width and 3 position front to

rear balance adjustment

Tiller Tines: High carbon steel, heat treated for

hardness, guaranteed for life against breakage, 16 tine blades 4 to the set. Adjustable for 8, 11, 14, 17, 20, 23,

or 26 inch widths

Weight: Model 325 — 139 # Model 325R — 142 #

Since the latest design in engineering advances are constantly being adapted to Springfield powered lawn and garden equipment, specifications may change without notice.

Springfield Guarantee

Each Springfield Rotary Tiller is guaranteed free from defects in material or workmanship for one full year from date of purchase. Engine carries manufacturer's guarantee. Tines guaranteed for life against breakage.

Springfield work-saving

accessories For Models 325 & 325R heavy-duty tillers



CULTIVATOR, with hilling sweeps. Shipping weight 13 lbs. No. 60TH.



FURROWING TOOL. and attachment bracket. Shipping weight 4 lbs. No. 60TF.

Springfield "The House of Power"

a product of Quick Mfg., Inc. Springfield, Ohio

Introducing ...

a brand new sprinkling concept

the ROCK'N RAIN

WAVE-IMPULSE SPRINKLER

"FLIPPER" ASSURES EVEN WATER DISTRIBUTION

EXCLUSIVE ROCKING ACTION •

PATTERN WIDTH CONTROL

PATTERN LENGTH CONTROL

> HYDRO-JET DRIVE — THE POWER IS IN THE NOZZLE NO GEARS TO CLOG

> > HEAVY RUST-PROOF BASE

A SHERMAN FIRST!

- Newer than new —
 the all-purpose sprinkler!
- Exclusive Sherman Design-
- Rust-proof automotive-type finish
- Hydro-jet Drive! Trouble-free operation!
- Pattern length and
- width control
 Advanced styling precision engineered!

The Rock'n Rain — new in design — new in concept.

Sherman has combined the best features of America's two most popular sprinklers — the conventional gear-type oscillating and the impulse-type. The special Hydro-jet drive powers the Rock'n Rain using only a fraction of the water required by conventional oscillating sprinklers. For the first time, dual adjustments control the width of the spray as well as the length — exclusively with Rock'n Rain. It is the one truly all-purpose sprinkler available today!



NOW READY!

NEW 1961 SHERMAN LAWN HOSE GOODS CATALOG! It's loaded with new and improved products that mean PROFITS for your lawn and garden department!



NEW for '61 WAVE-KING

America's Lowest Priced Wave Sprinkler! ONLY \$2.95

list

H. B. SHERMAN MANUFACTURING CO.
Battle Creek, Michigan

SOUTHERN HARDWARE for November, 1960

For more information use Handy Return Card, Page 65

Southwest Ramblin's



By JIMMIE McKIE

The McKle Co. San Antonio, Tex.

Hello Folks: Had to stop and look at the calendar to see if this was a month where we might have two "turkey days" or did they ever get this settled?

This is not meant to be an "obit column" but several of my friends have passed away . . . Marshall French died from a heart attack about three weeks after the Amarillo Show. Am certainly glad his booth was across from mine cause I had a chance to visit with him for a couple of days . . . He was very active with the Shrine Crippled Children's work . . . Down in the Valley where he lived very few people knew he sold paint and brushes, most folks thought of him only as a citrus grower and farmer . . . In fact, the newspaper article I saw on his death didn't say anything about his traveling at all. Wonder if Mrs. French will stay in the Valley. They had no children; he was buried in North Carolina.

Mike Botts, son of Bob Botts, passed away in early September. He was about 26, married, one child. Was sick only a short time so I am told. Don't know what sort of business he was in. Sure a shame when they go so young.

George Barton passed away in mid September . . . don't think he had been too well for some time. I don't know how many years he was with O. Ames, but has been since I have known him. Vic Gehring at Peden tells this story about George which happened many years ago. One day George walked in, said he had two new shovel samples he had wanted to show him. Vic asked him what

had happened to them. George said he threw them in Buffalo Bayou as he walked over to Peden, said he had skinned his legs for four weeks with these things and as he was walking from the hotel over to Peden he hit his leg again so just threw them over the bridge railing... I know just how he felt. Am not sure if George was a charter member of the Boosters or not.

Louie Coleman, sales manager of the Hotel Supply Division at Huey & Philp died on September 24th after a lengthy illness. Louie was for many years in the Hardware Division for H&P...I stopped by to see him last spring for a while...Also in September Joe Shapiro, owner of Joe Shapiro Hardware in San Antonio, died from a heart attack...Am sorry, but don't have any more information.

The Sabine Supply show was the best they have ever had so I was told ... On Monday after the show salesmen were 10 deep waiting to see Frank Brown and Bill Boyd.

In Houston Orten Sollie at Thermal Supply and I went to the Ben Milam for lunch. As we sat with a whole table of Boosters, who should walk in but Elmo Beard and about five other men who I assume were from Beaumont too. . . . Jack Caraway at Peden was in New York, but did see Vic Gehring who just returned from vacation . . . missed him a couple of weeks before when I was there.

Also had a call back at Heitmann, Bering-Cortes . . . Gosta Birath was out before with something wrong with one eye, every-

thing fine now ... Fred Rose back from his vacation ... got Hickman Corley to give the boys a push on two of my lines, have had two orders in three weeks on one of them ... Had to rush back to San Antonio to meet a "visiting fireman".

At Huey & Philp, Emmit Maxwell has resigned as sales manager to go into the agency business . . . Welcome to the fold . . . Bill Philp, Jr. will act as sales manager until a new one is hired . . . Wimpy Burns said they have already moved into their new home . . . Am glad to see another person with wholesale executive experience become an agent . . . This is the only thing wrong with so many, many agents. They have no idea of the inside functions of a wholesaler. Sure makes it much easier to work with them when you have a knowledge of their problems. It has certainly been an asset to me.

At Schoellkopf, Eli Magee was out in the territory for the week working with one of the men... Did see Dave Foster while I was there... John During came in so visited with him for a few minutes.

Charlie Warlick said his mother fell and shattered her hip . . . She is getting up in years so he was quite concerned . . . Walter Malloy, manager of Cullum & Boren's retail store, was getting ready to go to Columbus, Ohio, with the SMU team when they played Ohio State.

Found that Peyton Barfield has resigned as vice-president and general manager of Higginbotham-Pearlstone . . . Bill Ingram has taken over Peyton's duties along with still handling sales . . . Frank Edwards. Otis Higdon and Ned Hurley all busy.

Had a very enlightening chat with John Laun, the new purchasing agent at Southern Supply . . . With the resignation of Jim Dilts and Buddy Buck the company is changing policies on inventory . . . They are closing out quite a few lines . . . F. C. Steadman has been pretty sick, but is now back on the job . . . John used to be his assistant in the sales department.

Bob McClure has been in the hospital . . . was operated on for a slipped disc . . . This has been bothering him for several months as a result of an auto accident . . . Some fellow backed out from the curb and hit him a good lick I went out to the hospital to see him Talk about troubles, Bob's roommate had been in the hospital three months back in the spring from injuries suffered in a wreck, he developed bed sores on his back and they wouldn't heal so he's there again and can only lie on his stomach . . . and we think we have troubles!!

Vernon Haynes and I are on the same Deer Lease out East of Rock Springs. Last week we rode up to see what all would be needed for the camp house—didn't see but about thirty deer which is unusual but fifteen of those were bucks . . . Am sorry I missed Ray Young who was by the office while we were up there.

I am writing this from Chicago . . . drove in today on my way up to visit one of my factories in Milwaukee tomorrow . . . The weather is beautiful, after having come up here mostly during January for years to the Housewares Show, my impression of their weather wasn't too good . . . Will fly out to New York for the National Hardware Show over the weekend.

Worked my way up . . . In Texarkana Louie Wilson told me about his European trip . . Promised him I wouldn't say much cause someone else wrote about it in the "Road Runner" . . . Was amused-28 people; 20 women, 6 girls, 2 men, so in Florence he and the other fellow couldn't stand it any more so they rented a couple of sets of clubs and played 18 holes . . . Knew he couldn't stay off the links for 41 days . . . There was a wildcat dock strike in England so they were very lucky to get seats on a plane for the States . . Louie called the airline and was told they were booked for 30 to 40 days; the outfit who booked the tour went to work and they were out in a couple of days.

If you have read this far, I thank you, this is enough for now. Adios Mi Amigos.

Donald Ratterree Joins Weller Electric Corp.

DONALD RATTERREE has joined the sales force of Weller Electric Corp., Easton, Pa., as regional sales

Thompson Receives Estwing Gold Hammer



For 50 years of continuous service to Amory, Miss. and surrounding areas, C. E. Thompson, Sr., left, owner and operator of the Amory Hardware Co., was awarded a gold plated hammer by the Estwing Manufacturing Co. The hammer, given by the Orgill Brothers Co., Memphis, Tenn., division of the Estwing Co., was presented to Thompson by J. T. Streety, sales representative for Orgill.

manager covering accounts in Texas, Oklahoma, Arkansas, Mississippi, and Louisiana. Ratterree will maintain his headquarters in Richardson, Texas. Announcement of his appointment was made by C. R. Robertson, vice - president in charge of sales.

Frank L. Campbell Dies in Philadelphia

FRANK L. CAMPBELL, widelyknown throughout the hardware industry, died on September 22 at his home in Philadelphia. He was



Frank L. Campbell

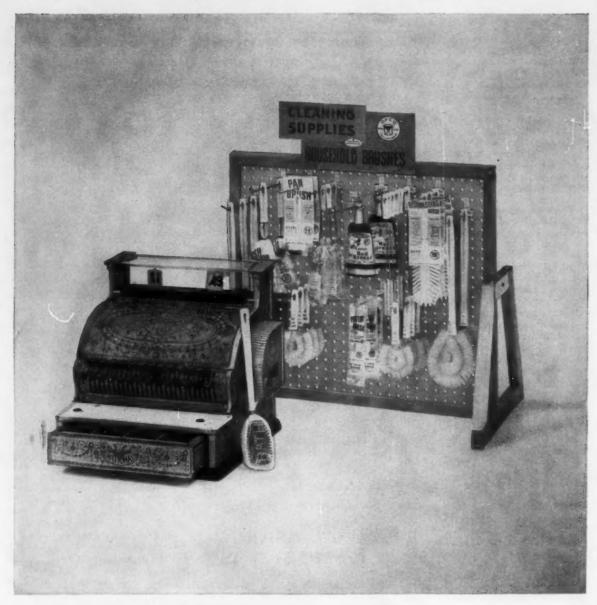
70 years old.

Prior to his retirement in 1957, following 50 years of service, he served as executive vice-president and member of the board of directors of Fayette R. Plumb, Inc., Philadelphia hand tool manufacturer. He was director and secretary of Delta File Works, Inc., and the Graham Rotary File and Tool Corp., both Plumb subsidiaries.

Starting as office boy with the firm in 1907 he eventually became office manager, salesman, and sales manager. He traveled extensively and became one of the best known figures in the hardware and industrial supply fields.

He was known as "Colonel" for many years, having been appointed a Kentucky Colonel in 1947. He also had the title of Honorary Citizen of Texas conferred on him by Governor Price Daniel of that state.

He was a member of the executive committee of the American Hardware Manufacturers Association. He was a member of the Old Guard, the Texas Hardware Boosters Club, Central States Hardware Club, the Hardware Merchants and Manufacturers Association, Eastern Hardware Golf Association, Hardware Golf Association and the Southern Hardware Golf Association. He is survived by his wife and a daughter.



Silence is Golden

Good thing they put a cash register next to the Oxco #12 Brush Merchandiser. This unit, eloquent in its silence, is a gold mine of profits all across the country.

This Merchandiser works harder than a salesman on straight commission. It was built that way. The Oxco Brush Merchandisers were designed in accordance with NRHA's Merchandising Laboratory. Stocked to meet NRHA's Turnover Handbook recommendations. Just keep 'em stocked and they'll keep on selling.

Notice we said "Merchandisers." There's more than one. The #12 unit, suitable for most stores, features twelve of Oxco's top sellers. But, if your store is above average in volume, maybe the #25 Merchandiser will suit you best.

It (you've guessed it!) efficiently handles twenty-five of the most popular styles.

In case we've forgotten anything, you might want to check with your Oxco jobber. Ask him next time he stops in. He knows all about Oxco Brush Merchandising units.



Here is the QUALITY LINE of

Evans WOOD FOLDING RULES!

milia milia de la finalmenta

NEVER BEFORE SO MANY FEATURES...SUCH VALUE FOR THE MONEY

THE THE PART EXCLUSIVE! Brass

EVANS EXCLUSIVE! All rules marked in inches plus feet-and-inches for quicker reading. STUD MARKS every 16 inches. "FLAGS" at every foot.

EVANS EXCLUSIVE! Built-in graduated brass tips at both ends on all rules, for accuracy, protection.

teleteleteleteletel

EVANS EXCLUSIVE! Newly developed patented spring joints for absolutely rigid locking when open.

PW

EXTRA HEAVY SLATS of quarter-sawn maple for long life, greater rigidity

nameplate on all rules, plus full set of "A to Z" metallic finish initials. Customer can personalize his rule quickly . . . easily.



EVANS EXCLUSIVE! (For X40 and X40F models only) FREE vinyl holster with metal clip fastens to belt, keeps rule handy.

BRASS EXTENSION, machine graduated with black calibrations for inside measurement. (On X40 and X40F only)

EVANS EXCLUSIVE! MANUFACTURER'S REPLACE-

MENT AND REPAIR SERVICE! In addition to the standard guarantee of materials and workmanship, Evans will repair their folding rules broken by misuse or accident for a handling charge of only 30¢.

8 OIL 9 JOINTS 10 11

No. 060 SILVER TIP FOLDING RULE

Finest Professional Quality Triple-Dipped White Finish Nationally Advertised, \$1.80 each Available in Regular Reading (060) and Flat Reading (060F)

No. X40 GOLD TIP EXTENSION RULE

with RULE HOLSTER and Belt Clip Finest Boxwood Finish Nationally Advertised, \$2.50 each Available in Regular Reading (X40) and Flat Reading (X40F)

Factories at Elizabeth, N. J. and Montreal, Que.



Ed Byrd, left, vice-president of Allison-Erwin's hardware division, gives keys to a new Falcon to winner, R. B. Wilson, Akers Center Hardware & Supply Co., Gastonia, N. C. Mrs. Wilson and their children look on.

Record Dealer Crowd Attends Allison-Erwin Merchandise Show

DEALER ATTENDANCE at the Fall Hardware - Housewares Merchandise Show held recently by the Allison-Erwin Co. was a whopping 64% ahead of the 1959 event. And company officials report a proportionate increase in the volume of sales.

Their appraisal of the show, held August 31-September 1, and dealer buying characteristics offer good evidence of the nature of the market down South at the present time

"The greater part of the sales volume was in goods for fall and winter trade, but future bookings for power mowers, tillers, and allied lines were good. Promotional items and lines led the field generally in activity. Dealers showed a very strong interest in good manufacturers' displays, especially in the fields of glass and ceramic cook wares, cutlery and kitchen tool sets, certain small appliances and a general run of items for which manufacturers supply racks or other attractive display pieces.

"Fall garden tools were well ahead and electric tools were strong. This show found American made hand tools back in strong competition and holding their own price-wise and in sales with imports. Wrench sets, hammers, pliers, rakes and shovels were in demand in this category.

"Buyers attending represented a cross section of hardware, housewares, building supply, furniture, auto supply and gift shops. The great majority represented outlets in relatively small volume in small cities and towns. However, their selections indicated an educated taste in goods now necessary to maintain the idea of a combination hardware - kitchen - giftwares and building supply shop which has made such heavy inroads into the concept of the old fashioned hardware store.

"A new feature of the show was continuous live demonstrations of outdoor power equipment. Dealers were afforded an opportunity to actually operate numerous power equipment items, and factory representatives, with the assistance of specially trained Allison-Erwin Company personnel, were able to show dealers exactly how their equipment performed under actual working conditions. The demonstration area attracted many dealers and helped power equipment to maintain its position as a strong volume producer during the three show days.

"Exhibitors reported some caution about buying in depth, but there was a desire to cover in broad variety in line with the current trend toward a wide selection of goods and frequent reorders from cooperative distributors. A few expressed opinions that wide spread talk of textile curtailment is affecting the forward outlook of dealers, but the dealers themselves made it clear they want to show a broad sampling of the newest and latest of merchandise."

Allison-Erwin Co.'s 1961 show will be held on August 29-30 and 31.



Live demonstrations of outdoor power equipment was a new feature of the merchandise show.

Smart distributors know from experience that fast-turnover is one of the keys to bigger profits. They know that quality Southern products packaged in tough boxes bearing Southern's brilliant color-coded "EZ to C" labels, move quicker than fast-eners that steal valuable shelf space from the fast-moving items.

Your Southern distributor prefers handling nationally-advertised USA-made Southern fasteners that are pre-sold to consumers because he sells more of 'em when you sell more of 'em. He knows, too, that Southern is an industry leader in providing

free technical help to consumers to sell 'em and keep 'em sold.

Right now, a new Southern service is obtainable from your Southern distributor. It's the ACTUAL SIZE CHART for MACHINE SCREWS and TAPPING SCREWS—a time-saver for the selection of the right fastener for the right job. Call your Southern Screw distributor for one of these new and helpful charts, available only through him.

Put Southern Screws in your want book now. And keep in touch with your Southern distributor your profit-partner in the fastener field.

Sold Through Leading Wholesale Distributors. Warehouses: New York - Chicago - Dallas - Los Angeles.

YOUR BEST SOURCE FOR FASTENERS IS YOUR SOUTHERN SCREW DISTRIBUTOR

Wood Screws . Stove Bolts Machine Screws & Nuts



Tapping Screws • Carriage Bolts
Wood Drive Screws



Johnson Reel Announces the <u>newest concept</u> in fishing-reels



DIRECT-POWER RETRIEVE puts all the strength of the SABRA'S rugged, single-unit chassis and thrust-absorbing bearings to work for the fisherman. Lets the angler work in any water with full assurance that the SABRA can take anything he asks of it. Johnson Direct-Power Retrieve performs without slippage as the fisherman turns the handles in normal forward retrieve.



SHIFT TO JEWELED-DRAG IN 1/10TH SEC.! With Power-Shift the fisherman tames the strongest running fish quickly, easily. He simply backs the handle a fraction of a turn to activate the smooth, powerful "Jeweled-Drag"—all in 1/10th of a second, without ever taking his hand off the reel handle. When the run's over, regular retrieve puts the SABRA back into Direct-Power.

Johnson, known for the new!



Century SPINNING REEL, Madel No. 100A—The compact "American Type" Spinning Reel. Pawer-Casting Control, Selecto-Dial Drag with Drag Click, Dual Anti-Reverse. Fits any fishing rad...ultralight to conventional. Complete with 100 yds. 6-lb. test monofilament.



Gull ENCLOSED BAIT-CASTING REEL, Model No. 122—Here's the enclosed bait-casting reel that "filtumbs" intelf. Powerful drag turns the meanest flath. Push-button lock. Drag Click. Compact one-piace case flatished in lustrous gray tones. Packed with both 8- and 12-lb. test monofilament on separate spools.

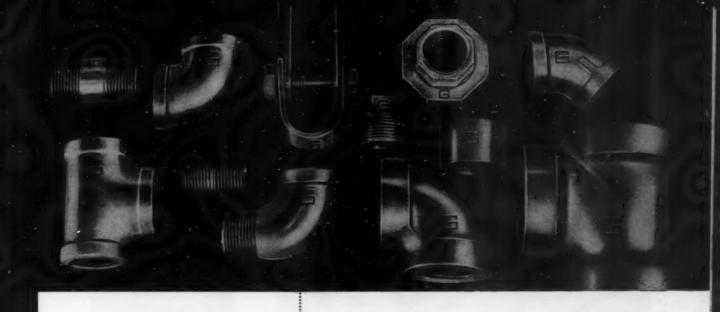


Citation SPINNING REEL, Model No. 110A—Here's power in a Closed-face spinning reel, Ideal for light salt water and heavy fresh water. All parts salt-resistant. Power Casting Control, Selecto-Dial Drag with Drag Click, Right- or Left-Hand Retrieve. Sold with 125 yds, 10-lb. test monofilament.



Magnetic FLY REEL, Model No. 5— Built so well it carries a Lifetime Guaranteel Comes with two micrometermatched spools. Features silent Alnico magnetic drag; no loose parts, no lubrication. Stainless steel hard chrome-plated case, buckskin carrying bags.

THE JOHNSON REEL CORPORATION, Johnson Park, Mankato 4. Minnesota



STANDARDIZE

with GRABLER
FITTINGS

...IT PAYS!

Warehouses Providing Dependable Service to Wholesalers

New York • Philadelphia • New Orleans Boston • Atlanta • Pittsburgh • Cincinnati Dallas • Chicago • St. Louis • Detroit • Denver Minneapolis • San Francisco • Los Angeles There is a Grabler Square "Gee" Pipe Fitting for practically every known plumbing or heating job requirement. From solder-joint fittings to malleable, cast iron, drainage, nipples, and hangers, you will find what you need from Grabler's complete line of pipe fittings.

Important to you is the fact that Grabler fittings come to you package-protected — makes them easy to handle and identify. Dependable distribution means your wholesaler can fill your order fast and complete. Standardize your next pipe 'fitting order — make them Grabler Square "Gee" Fittings.

GRABLER SQUARE "GEE"

ORDER A SUPPLY FROM YOUR WHOLESALER TODAY

Manufacturing Co. • 6565 Broadway • Cleveland 5, Ohio

The GRABLER







William F. Davenport, left, manager of the Greater St. Petersburg Chamber of Commerce, and Robert Eld, sales promotion manager for Clarke Siviter Co., look over the company's fall broadside.

Clarke Siviter Issues Fall Broadsides

UNIQUE FALL broadsides have been issued by Clarke Siviter Co., Inc., wholesalers with branches in St. Petersburg and Orlando, Fla.

The theme, "Sun-Sational," with the figure of the sun as an emblem of better values was selected by the retailers making up the company's "Better Value Sales Promotion Advisory Council."

Members of the Advisory Council Board were: Charles Grindstaff, Dover Shores Hardware & Paint, Orlando; S. H. Counts, Hills Colonial Hardware, Orlando; D. J. Henry, Henry's Gateway Hardware, Winter Park; Mrs. Alice Lang, Lang Hardware, Castleberry; and Max Samuely, Peninsula Hardware, Daytona Beach.

Dealers serving on these advisory boards govern their decisions by a pledge "to contribute the most genuine, unbiased and constructive opinions relatively to the selecting of items to be featured in a consumer broadside, that will ultimately increase store traffic and sales for participating retail hardware stores throughout Central Florida."

In its turn, Clarke Siviter pledges its services in cooperating with the dealers participating in this "Dealer Selected Better Value Sales Promotion Program."

Each broadside is produced com-

pletely by Clarke Siviter Co. and participating retailers. About 60 items generally are selected for each spring and fall promotion. These are featured on a 4-page, tabloid-size circular incorporating two colors on front and back pages and one color on inside pages.

The cost of the circulars with a free 200 piece store trim kit to dealers is \$19.00 per 1,000. Store names can be imprinted for a nominal cost. These circulars are distributed to more than 175,000 homes.

Supplementing this promotional help, Clarke Siviter offers dealers free ad layouts, complete with ad mats for dealers who elect to advertise in newspapers.

The company's promotional program further includes a complete store engineering and merchandising service, and affords dealers the opportunity to obtain new fixtures at low cost.

C. M. McCreery, Retired Revere Executive, Dies

CHESTER M. McCREERY, former vice-president in charge of the three manufacturing divisions of Revere Copper and Brass, Inc., which produce Revere Ware cooking utensils, died September 9 in Venice, Fla., after an illness of

several months. Funeral services were held in Hudson, Ohio, the place of his birth.

Mr. McCreery, 74 years old, retired from Revere on July 31, 1956, after being associated with the company since January, 1932. He had played an active role in the \$2,000,000,000-a-year housewares industry and later became in effect the principal spokesman for the



Chester M. McCreery

industry when he served two terms as president of the National Housewares Manufacturers Association. He also served as a vicepresident of the American Hardware Manufacturers Association.

Mr. McCreery is survived by his wife, Mrs. Iris C. McCreery; a son, Richard; two daughters, Mrs. Howard D. Wolfe, Jr., and Mrs. Wadsworth White; and a brother, Earl W. McCreery.

Rogers Isinglass & Glue Names New Southern Rep

Rogers Isinglass and Glue Co., of Gloucester, Mass., manufacturers of adhesive products, announces the appointment of William Clyde Lanham as its Southern representative.

Lanham will service the territory comprised of the states of Georgia, Alabama, Mississippi, Florida, Tennessee, and eastern Louisiana.

The new representative has a background of more than 20 years of sales and purchasing experience in the industrial supply and equipment field.

Lanham, with his wife, makes his home in Birmingham, Ala.

Hamilton-Beach Names "Salesman of the Year"

DOYLE MARKHAM, Dallas district manager for the Hamilton-Beach Co., Racine, Wis., was named "salesman of the year" for the company during its recent sales meeting in St. Louis, Mo.



Doyle Markham

Arnold O. Wolf, vice-president and general manager of the firm presented Markham with a gold watch and said that the award was given for "making the greatest achievement in developing his territory."

Donald Smith to Head Devcon's Marine Div.

A SPECIAL Marine Division was formed recently by Devcon Corp. of Danvers, Mass., to handle the increased demand for Devcon products in the heavy marine field. Donald Smith has been named general manager.



Donald Smith

Cousins Assumes Post as Towne Div. Sales Manager

Mac A. Cousins, Midwestern hardware sales executive, has been appointed sales manager of the Towne Hardware Division of The Yale & Towne Manufacturing Co., according to W. B. Holton, manager of the division. He will make his headquarters at the Towne Hardware Division's offices at 144 East 44th St., New York City.

Before joining Towne Hard-

Before joining Towne Hardware, Cousins operated his own hardware manufacturers' representative firm with headquarters in Dearborn, Mich. Prior to entering the hardware business he owned and operated supermarkets in the Detroit area and served as a sales executive with Outdoor Neon Corp. in Detroit.



Mac A. Cousins

Cousins, along with his wife and four young sons, will move from Dearborn and make his new residence in Princeton, N. J.

True Temper Group Discusses Sales Plans



Pictured are sales and administrative personnel of True Temper Corp.'s hardware division as the group met for its annual sales meeting. Site of the meeting, at which the firm's product and promotion plans were presented, was St. Clair, Mich.

Sales Group Convenes at Harkers Island



Convening for a 4-day sales meeting recently with American Hardware and Equipment Co.'s executives and sales force at Harkers Island, N. C., were: William Hoelke and Richard Lester, Ariens Ce.; Tom Brickley, Barnes Manufacturing Co.; Don Berret, Sam Berry, and Frank Veasey, Lawn Boy; George Bernard, Laxy Boy Lawn Mower Co., Inc.; Jack Nelson and Don Palkykin, Wheel Horse Products, Inc. The Charlotte, N. C., firm is headed by L. N. Nuchols as president and treasurer and L. R. Clemmer as executive vice-president. Salesmen of the company from the Piedmont Carolinas are shown here as they arrive by plane for the meeting which was held at Nuchols' summer home on the Island.

Housewares Club Honors Hawkins, of Washburn Co.

RAYMOND P. HAWKINS, Dallas, district manager for the Washburn Co., Worcester, Mass., recently was awarded the semi-annual merit award given by the Dallas-Fort Worth Housewares Club.



Hawkins exhibits his merit award.

He was presented with a plaque which read in part: "In recognition of superior services January-June, 1960, Raymond P. Hawkins has gained the gratitude of the entire housewares industry and the membership of our club in particular."

Hawkins was named for the award as a result of his work as chairman of the publicity committee for the club during the first six months of this year. The publicity committee has charge of the organization's monthly publication Hi-Lites, and the annual Southwest housewares directory, in addition to club publicity.

Kraeuter Observes 100th Anniversary

THIS YEAR marks the 100th anniversary of Kraeuter & Co., Inc., of Newark, N. J., and during this impressive span five generations of fathers and sons have bought Kraeuter's fine hand tools.

As late as 1872 the company's catalog was devoted to such items as alligator-shaped boot jacks, wagon hoop shears, "Segar" box knives, and hair crimpers. It gradually diversified its products to

supply the times in which it found itself, with a host of tools being made today for wire cutting and handling; specialized tools for automobiles, airplanes, radio, etc.; an extensive line of pliers for electronics use; plus snips, chisels, star drills and related specialties.

Kraeuter & Co. credits much of

its success to the leadership of Camille L. Gairoard who, after joining the firm in 1907, later purchased it and became its president. He passed away in 1956, and his daughter, Marie-Louise Gairoard, succeeded him as president. Executive vice-president is Bruce Briggs.

CONVENTION DATES

National Events

Mid-America Lawn, Garden, and Outdoor Living trade show, November 13-15, Navy Pier, Chicago, Ill.

National Housewares Manufacturers Association, Winter National Housewares Exhibit at Exposition Hall, Chicago, Jan. 16-20, 1961. Dolph Zapfel, Secretary, 1130 Merchandise Mart, Chicago 54, Ill.

Regional Events

Pledmont Hardware Co., Danville, Virginia, General Merchandise Trade Show, February 15-16, and annual Toy Show, June 6-8, both at company headquarters in Danville.

Oklohoma Hardware Co., Oklahoma City, Okla., Annual Spring Market at Oklahoma City's Huckins Hotel, February 19-20.

State Conventions

Alabama, convention and exhibit, Mar. 7-9, Municipal Auditorium, Birmingham. Hotel Tutwiler headquarters. Secretary, A. B. Hill, 2201 Highland Ave., Suite 207, Birmingham 5.

Arkensos, convention and exhibit, Feb. 12-13, Robinson Auditorium, Little Rock. Marion Hotel headquarters. Executive Secretary, Tom R. Pinckney, 1014½ Main St., Little Rock.

Carolinas, convention and exhibit, Feb. 21-23, Radio Center, Charlotte, N. C. Hotel Charlotte headquarters. Managing Director, Martin F. Kaelke, 412 Louise St., Charlotte 7, N. C. Georgia-Florida, convention and trade show, March 26-28, Jacksonville, Fla. Secretary-Treasurer, R. L. Ricker, 1558 San Marco Blvd., Jacksonville, Fla.

Kentucky, convention and exhibit, Feb. 12-14, Kentucky Hotel, Louisville. Secretary, Edward H. Keiley, 501 Republic Bldg., Louisville 2.

Louisiana-Mississippi, convention and exhibit, Jan. 29-30, Heidelberg Hotel, Jackson. Managing Director, David O. Mansfield, Box 1696, Jackson, Miss.

Oklahoma, convention and exhibit, Jan. 27-29, State Fair Grounds, Oklahoma City. Skirvin Hotel headquarters. Office: Association Bldg., 607 N. Dewey Ave., Oklahoma City.

Tennessee, convention and exhibit Feb. 5-6, Fairgrounds Coliseum, Nashville. Secretary, Rufus J. Parish, P. O. Box 784, Nashville.

Texos, convention and exhibit, Jan. 22-24, Shamrock-Hilton Hotel, Houston. Executive Director, R. M. Souder, 1108 Gibraltar Life Bldg., Dallas 1.

Tri-State, convention and exhibit, Feb. 12-13, Herring Hotel, Amarillo, Tex. Secretary-Manager, R. B. Allen, P. O. Box 269, Canyon, Tex.

Virginia, convention and exhibit, Feb. 5-7, Hotel Roanoke, Roanoke. Secretary, George T. Omohundro, Jr., Scottsville.

West Virginia, convention and exhibit, Feb. 26-28, Hotel Frederick, Huntington. Managing Director, Leonard Holden, P. O. Box 1005, Parkersburg. Stop Cutting Netting!





TRIPLE PACK

One CONTINUOUS 75ft Length



can be
Snipped Apart
in Seconds
to become
4One 50' Roll
and
One 25' Roll



HEX Netting

NO CUTTING • ONE PACKAGE • THREE LENGTHS THAT SELL • NO REMNANTS!

Stop spending 20 minutes per sale. Make each sale in 1 minute or less! Enjoy full-roll, full-profit sales.

In 1" or 2" Mesh — 20 Gage — Standard Widths

No Unrolling! No Measuring! No Re-rolling! No Tying! No Scrap!

Since 1818



GILBERT & BENNETT

Georgetown, Connecticut . Blue Island, Illinois

Look what's new for '61 from



WHIRLWIND® Features famous exclusive "Wind-Tunnel"† housing, built purposely to handle a bagging attachment. Bagging attachment not an afterthought, as on so many competitive mowers. Now, bagging chute is 122% larger—eliminates clogging. Exclusive new "Safety-Spin-Start"—operator can't start mower unless he is back of controls. 19" and 21", regular or self-propelled.

SPORTLAWN_® For customers who insist on "putting green" perfection. Precision blade reel gives high frequency of clip—results in carpet-like lawn. Exclusive "Guard-N-Guide" handle and fingertip control give operator easy, instant control.

†Exclusive mark of Toro Manufacturing Corp.

• New exclusive "Safety-Spin-Start"

• New 122% larger bagging chute

• New attachments for Power Handle® (Lift-off engine)

New leaf cart for the Pony® Riding Mower



PONY® The only riding rotary with "Wind-Tunnel" housing. Rides over irregular ground without hanging up because of its floating front end. Now features the exclusive leaf cart that holds 40 bushels. Maximum operator comfort—engine mounted in rear. 25" cut.

POWER HANDLE_® This exclusive liftoff engine and handle features three newly designed attachments: New 21" Whirlwind rotary mower with Pow-R-Drive. New tiller that tills up to 8" deep, 22" swath. New Snow Hound can clear 75' drive in just 5 minutes.

Your nearby Toro Distributor has all the facts on Toro's great '61 line. Call him today. TORO MANUFACTURING CORP., 3021 Snelling Avenue, Minneapolis 6, Minnesota, U.S.A.

Top Quality Nails In Modern 50 lb Caddy



Every size, type, and finish of DIXISTEEL Nails is available in the handy 50-pound Nail Caddy. It is strong, durable, and weatherproof; makes a convenient and useful bin. It's easier to handle, easier to use on the job. And best of all you can always count on the quality of DIXISTEEL Nails-made in Dixie for Southern needs.



DUCKBILL POINT SEASTIFICATE.

ORDER DESERVED NAILS FOR EVERY NEED

Here are a few of the many types available: BRIGHT-GALVANIZED-BLUED-CEMENT COATED



Made Only by

ATLANTIC STEEL COMPANY . ATLANTA 1, GEORGIA P. O. Box 1714 **TRinity 5-3441**



A Gift And Toyland Dream

By Ross L. Holman



NOVEMBER, 1960

Since the largest percentage of Christmas items is sold to women, the H. S. Ashby Hardware Co. employs a saleslady who knows how to talk their language. Mr. Ashby feels that no one can understand the needs and taste of a woman buyer better than another woman. During the pre-Yuletide buying season, this Fayetteville, Tennessee store is a gift and toyland dream. According to Ashby, Mrs. Glendon Anderson, his number one saleslady, not only helps the female patrons select their purchases, but masterminds the interior and show window displays which woo them into the store. According to his experience, the use of an aggressive saleslady has contributed heavily to the success of his Christmas trade. "We reshuffle the displays about

In perfecting the displays to woo the Yuletide shoppers, the management of H. S. Ashby Hardware emphasizes "the feminine appeal."





once a week," Ashby commented. "When you have someone with excellent taste who knows how to emphasize an eye-catching appeal, it pays to put on a new show at regular intervals to keep them coming."

Among other things Ashby keeps a sort of double show window display between Thanksgiving and Christmas. There is a window on each side of the front entrance, each displaying a different array of gifts from the other. Since this

is the main teaser to lure sidewalk traffic into the store, he and Mrs. Anderson pour into these two exhibits their utmost talent and skill. These are reshuffled at times to make room for a new class of gifts but, generally speaking, each display is made up of kindred items. One week it may be an exhibit of traffic appliances that have a strong appeal as gift items, such as, percolators, toasters, radios, fry pans, etc. Another week it may be toys for girls or for boys.

The main idea is to greet the passing traffic with enough variety to let it know the store can supply most any Christmas need.

Inside the store many stable year-'round sellers are given a special gift appeal at the Christmas season. Among other things, many women buy guns, shells, decoys, hunting jackets and similar items for husbands who have a love for game hunting. These munition articles are set up in a special display exhibit and they are drawn to the attention of wives of known outdoor sportsmen who are wondering what they can buy that their husbands will like particularly.

There are small tools, for do-ityourself tinkerers, such as hammers, electric drills, blow torches, pipe wrenches. These are all pulled out and given a gift appeal for lady gift buyers.

Most of the toys, of course, are sold to mothers. "Toys are predominantly a Christmas seller with us," Ashby explains. "While there are some dealers who promote them in year-'round sales, their promotion would not be practical, except as a seasonal item, for a store where floor space is limited as in ours."

(Continued on page 78)

The window display shown at right exemplifies the talent and skill used by management of H. S. Ashby Hardware to lure customers inside. The two windows — one on each side of the front entrance — are changed at times to make room for a new class of gifts. Note illustration on previous page with small gifts arranged on table. In photo above, Mr. Ashby is seen behind one of the interior displays.



SOUTHERN HARDWARE'S

Annual Special Section on

CHRISTMAS

PROMOTIONS





Distribution of Christmas Toy Folders Is Upping Sales Volume

A Christmas toy folder put out in cooperation with its supplier is proclaimed "the best promotion for a bigger sales volume in Christmas toys" by Martin's Hardware in Fairfax, Virginia.

"The 3,000 folders distributed over the counter pay off annually in bringing us approximately two turnovers of our \$10,000 cost stock in toys at Christmas," stated Arlin P. Martin, co-owner with Grace Martin of the company where year-'round toy stock is doubled for the Christmas season.

SOUTHERN HARDWARE'S

Annual Special Section on

CHRISTMAS PROMOTIONS







Toys are accessible to those who want to browse and examine, though personal attention is stressed as a strong sales factor.

"Located in an area where our customers are in the middle and higher income brackets, our toy folders stress quality toys in a wide range."

Martin emphasized the importance of having store displays with toys accessible for examination, handling, and operation—but with fragile toys out of the reach of small children. The displays are put out November 1.

"We display at least one of each item, but not in depth. Items such as dolls we protect with cellophane though they are still accessible for handling," he stated, indicating that he finds the inside store displays far more profitable to the company than window display.

Additionally, layaway signs are posted at this time. Layaway accounts for approximately 20 percent of the total Christmas toy volume.

Though displays invite browsing and self-service, Martin's Hardware believes the personal attention given every toy customer is a major factor in its successful holiday season.

Learning the type of child, interests and inclinations, Mrs. Martin probes until she finds the most suitable toy.

"I think women are better qualified for selling toys. They are closer to feeling out a child's interests than a man is. We have excellent salesladies who do a super-

ior job in this department," Mrs. Martin stated. She herself is a former school teacher and has a keen understanding of children. She does the toy buying—usually at the toy shows in June and July—and bases the store's needs on the previous year's sales records for the holiday season.

Martin's Hardware does not practice price cutting on toys for solid reasons.

"Our toy volume has risen steadily annually despite competition. We think it is due to the high calibre toys we stock, the wide variety, and the personal interest we take in giving each customer precisely the right toy for a child," Mrs. Martin added convincingly.

Quality Gifts and Housewares Take the Holiday Spotlight

"THE MOST important factor in doing a sizable gift and house-wares volume during the holiday season is Quality, with a capital Q. People do not mind paying higher prices for good design, a special pattern and color, and high quality of materials which go into the better merchandise," said Mrs. Grace Martin, co-owner of Martin's Hardware in Fairfax, Virginia, where volume in gift housewares doubled last year over pre-holiday housewares.

"Second to quality I would put personal attention in helping a woman select what she needs. Salesladies rather than men are a MUST in housewares. Only a woman can question another woman about the decor of her room, the colors that blend, the style of furnishings, etc.

"Instead of stocking only fastturning housewares, we have different and unusual items that draw people in throughout the year. In many cases these are hard-to-find items at other stores. Such things as a gasket for a pressure cooker, an item for mending pans, are stocked and sold, and they become recommendations for the store as having what a homemaker needs. They are sales promoters," she explained.

Display of gift housewares close to the store entrance and clean sparkling merchandise in tasteful arrangement are part of her merchandising practice, Mrs. Martin added. Dinnerware and china are especially prominent at Christmas and are special ordered.

Some 3,000 catalogs on gift housewares are distributed over the counter, and layaways with deposits are accepted. Layaways in gift housewares comprise about 20 percent of Christmas sales.

A year-'round stock in housewares is carried with emphasis on dinnerware and china. No electrical appliances are stocked at all.

Mrs. Martin attends gift housewares shows during July and August buying in preparation for the holiday season. Distinctive items of quality are her choice selections, she indicated.





A customer is attracted to gift housewares by the high quality of individual items. Mrs. Grace Martin spends much time learning exactly what the customer wants so that maximum satisfaction is assured.

SOUTHERN HARDWARE'S

Annual Special Section on

PROMOTIONS



With Limited Space, Dealer Sponsors Big Promotion

How can a dealer with limited space and powerful competition put over a big Christmas promotion? That was the problem of the Park Road Hardware Store in Charlotte, North Carolina. That they solved it is apparent in the fact that they sold over \$10,000 worth of toys and gift items in the six weeks before Christmas, from a toy section only 17' x 30' in size!

The answer lay in early and effective promotion and fullest utilization of every inch of available space in the

To begin with, the main store was originally only 12' x 40' in size, but Larry B. Cooke, manager, took over the neighboring barber shop and was able to expand to 27' x 60'. That still was insufficient, so he added a 17' x 30' extension and named it the Toy and Garden Center, with Mrs. Beryl Mingus in charge. Here they keep gardening supplies and a small toy department throughout nine months of the year.

For the last three months, however, all of the garden inventory is moved out and the place is filled with toys and other Christmas gift merchandise. Every available inch is used for display. The pegboard walls are literally covered with merchandise, as many gondolas as can be gotten in are filled, and toys are lined solidly along the edges of the room. To top it off, heavy hooks are inserted all over the ceiling and more merchandise is hung from these—even bicycles!

Decorations are necessarily limited, for lack of space,



Park Road Hardware fills every available space with merchandise—netice toys displayed from the pegbcard walls, the floor, even the ceiling. Mrs. Beryl-Mingus, manager, holds the baby doll.

but shiny aluminum swags and aluminum trees (later sold) give a touch of sparkle to the store.

By such expedients, they were able to carry a complete line of quality toys—guns, water rocket missiles, doll furniture, and even a popular teenage fashion doll line which turned out to be an unexpected best seller. In addition, they carried name brand preschool toys, games, educational toys, model kits, girls' housekeeping sets, and sports equipment, even to football suits.

Another secret of being able to carry so much merchandise lay in the way they kept up their inventory—reordering not only daily, but twice daily on many items. In fact, sometimes they would run over to a nearby wholesaler's and pick up an order while the customer waited.

Christmas wrappings, tree decorations, and gift items were also carried.

In order to attract so many customers, Cooke and Mrs. Mingus start their promoting by October 1 at the latest. From then on, they run eye-catching weekly ads in each of the city's two newspapers and, starting November 1, they add daily spot announcements on the local radio. They also have occasional plugs on a local children's television show.

On December 1, they switch to longer hours, staying open from 8 a.m. to 9 p.m. six days a week and add three to four more salesmen to their usual three to four. They also run a prize drawing with awards to be given away December 23, the chief one being a \$60 cypress picnic table set. (Incidentally, they had customers drop their stubs into a toy combination safe, which led to a totally unexpected heavy sale of the little safes!).

Another gimmick was their club discount plan. Any bonafide organization, such as a woman's club, garden club, or church circle, was eligible. If four or more women from the organization came in a group and used the club name, they were entitled to 10 percent off all of their toy orders.





As customers view the early mass display of bicycles, rocking horses, etc., many make selections for layaway. Above, A. B. Stouts assists customer.

Early Mass Display of Wheel Goods Sparks Profitable Holiday Season



THE LARGEST and most profitable Christmas season for Stouts Hardware Co., Seminole, Oklahoma, was put over with 23 cases of cold soft drinks passed out to kids and their parents who came to see the big, new toy department last year in sunny October.

Although the occasion was intended primarily to introduce old

SOUTHERN HARDWARE'S

Annual Special Section on

PROMOTIONS





Tricycles are mounted on a pole to provide attractive display.

customers to the newly remodeled store, in a new location, Owner A. B. Stouts was so completely "sold" on the promotion as a kick-off for the Christmas season that he selected October as the most favorable month to start Christmas promotions every year.

Stouts is promotion-minded all year. And when he does stage a seasonal promotion, he does not stint on displays or on advertising. To illustrate, in order to make attractive space for his large wheel-goods display, for the big October promotion, he had to clear out an equally impressive front display of lawn mowers. Now, he says, he is convinced that when lawn mower season is over, wheel toy season should start. One of the front windows and the 15-foot section behind it makes this huge seasonal promotion possible.

Bicycles, tricycles, scooters, wagons, and rocking horses filled the window and the large displayand-demonstration space beyond. The advertising invited people to see the largest display of wheel goods in the area. On opening day, cold soft drinks were given to everyone who came in. Children and their parents, drinks in hand, examined the display.

"Two of the most expensive bicycles were sold that day," Stouts said. "Others went into layaway. Then wagons and rocking horses started selling early. My \$600 inventory investment in wheel goods turned several times before Christmas."

Although the soft drink promotion was only for opening day, Stouts found that a cold drink is good for closing a bicycle or a rocking horse sale almost any day. He kept bottled drinks in the store, and, throughout the Christmas season, offered them discreetly to the right customers.

Rocking horses, priced up to \$39.95, had a surprisingly good sale. This old-timer is still a high favorite among small cowboys and girls, not only in this western state, but everywhere else. To sell rocking horses, Stouts said, they must be shown attractively. His display consists of a long row of wooden chargers, placed among the bicycles and tricycles.

During the Christmas promotion, tricycles are given attractive display by being mounted on a display pole.

Wagons have some display among tricycles and bicycles. And they also have their own display spot on the balcony, where smaller toys are shown.



Tree appears in window display.

Christmas Tree Focuses Attention on Housewares

ZAC LENTZ Hardware, Victoria, Texas, boosted Christmas sales volume by spotlighting better quality housewares as the center of interest in a Christmas tree display window.

The tree occupied the center of one of two display windows without back panelling. Thus, a person outside could see not only the tree and the merchandise around and under it but right through to other holiday merchandise inside.

The tree was sprayed with silver tinsel and carried the usual holiday trappings and lights. Tied to the lower branches were small housewares items, and several larger recommended items were piled under the tree.

The display not only sold a lot of the featured items but helped to attract women to items throughout the store, according to R. W. Jacobs, manager.



Owner Keith Pursley believes in displaying gift items for everyone. Two racks hold plastic-bagged inexpensive toys; boys like the table of tools and guns, while the ladies prefer housewares.



Oklahoma Store Offers Gifts for "Youngsters Up to 70"



NEARLY everybody becomes somewhat of a kid at Christmas, believes the owner of Britton Hardware Co., Britton, Oklahoma. Carrying out this idea, Owner Keith Pursley turns the entire front one-third of his store into a Christmas gift area for youngsters from six months old to 70 years.

Pursley insists that showing toys and hobby items for every age adds several thousand dollars to his yearly volume, without impeding regular sales. The big changeover from hardware-to-the-front comes the day after Thanksgiving. Then items that are not attractive for gift-giving are moved back, and special tables, covered with lace cloths or fancy paper, are put out front for toys and gifts.

Cheap, variety store items are not offered. Except for two racks of plastic-bagged toys, the average price range is from \$1 to \$15. On the two cheaper racks, small toys from 18 cents up are shown.

Because boys like to handle tools and usually select what they want before Christmas, one special table has been arranged for them. Here they can handle sturdier toys, such as toy pistol sets and tools.

Electrical toys are popular here, and are shown in large variety. These, however, are not placed where they will suffer much handling. Mechanical toys are also kept out of reach of small children.

Pursley does much of his fill-in buying on Sunday afternoons, from Thanksgiving until just before Christmas. He takes Sunday afternoon for this because he wants to spend weekdays in the store, waiting on customers. The weekly buying enables him to keep stocks full without overbuying on slow-moving items.

Along with toys are shown gift ideas for everybody. Steak knives and cutlery sets, attractively boxed, are racked close to a popular group of toys. Handsome mail boxes catch the eye when the customer first enters the door. Barbecue grills and the fancier housewares, such as pottery and the newest small gadgets, clamor for attention as gifts.

One of the most popular items last Christmas was the single-shot rifle, in several models, which Pursley displayed close to toys, where adults could see and handle them and pick them for themselves and for their boys.

Christmas is promoted in the newspaper advertising and in 5,000 circulars, distributed doorto-door.

To carry out the Christmas spirit, special Christmas paper is used for wrapping toys and gift items. However, elaborate store decorations are not used. Owner Pursley says that they make regular cleaning difficult. Tinsel and Christmas snow cause some litter and often detract from the gifts.

"Nothing looks more like Christmas than toys. When I fill the front with them, I feel that I have decoration enough."



SOUTHERN HARDWARE'S

Annual Special Section on

CHRISTMAS PROMOTIONS





Electric Trains Bring Christmas Traffic into Hillcrest Hardware

A SCENIC train setup in the display window, another train in action at the rear of the store, and long lines of trains shown on narrow shelves mounted on pegboard present an impressive Christmas front for Hillcrest Hardware & Hobby Co., Little Rock, Arkansas.

Located on Main street, a few blocks away from the most congested part of the business area, Owner Perry Brown is proving profitably that a slight change in location have multiplied Christmas volume in toys and hobby items suitable for gifts. By appending the word Hobby to his former name and moving from a suburban location to his present stand, Brown is turning Christmas sales into a kickoff for year-around extra volume.

Geared for complete service on electrical trains, Brown has repeat customers that return regularly each Christmas and also on birth-



in addition to the elaborate displays of trains and accessories, other toys are displayed prominently. At left, toys appear on pegboard above general hardware.



days for more trains and accessories. Train fans are more permanent than almost all other hobbyists, he insists. Small boys who receive their first simple trains grow into youths who enjoy elaborate train systems.

Toy boats and airplanes also are having increased popularity here. Knockdown kits and assembled models attract customers of all ages, from small children to advanced teenagers.

Repair service offered on all these hobby items helps to hold customers and turn them into repeat buyers.

Although toys, games, and hobby items have the main spotlight at Christmas, and are highlighted with good display all year, general hardware lines are not overlooked for emphasis. At Christmas time especially, displays are arranged thoughtfully, to call attention to such prosaic items as electrical supplies. One of the most attractive displays in the store presented electrical wiring items, arranged on low shelves against a sunny

wall, with games and small toys displayed above them.

Toys in a wide price range also are shown prominently at Christmas, and sold profitably all year. Wheel goods, dolls, holster sets, games for all ages, finger painting and water color sets, toy furniture, toy electrical appliances, and small mechanical toys sell fast and swell volume.

The owner is enthusiastic about his location, which offers good parking facilities yet requires only a short drive from the main business section. The handsome display window, set in an angle, is lighted until 10 o'clock, one hour beyond the Christmas closing hour of 9 p.m. Much of his most profitable Christmas volume is done after 6 p.m., when working people come in to select toys and gifts.

Enough stock is carried throughout the Christmas season to provide wide selection. Leftovers never become shopworn. They are bought every month for sick children, birthdays, and other giftgiving events.

The most popular toys last year, as usual, were those that provided activity and accomplishment for the child. Trains and boats and airplanes led interest, closely followed by tricycles and wagons, holster sets and coloring outfits.

Games were more popular than ever, and good display helped to sell them.

Pegboard is used widely for displaying games. Those games piled on shelves are sometimes overlooked. Hung flat against the pegboard they catch the eye.



Unique "Santa Claus Alley" Boosts Sales of Gifts and Housewares

VICTORIA Hardware Co., Victoria, Texas, combined a Christmas window with an enticing holiday display inside the store to form a gay "Santa Claus Alley."

A black, modernistic table was placed adjacent to the window and on it were shown numerous housewares and gift items. At the end of the table, facing the street, was a six-foot Santa Claus. Decorations suspended from the ceiling gave added color.

Inside, directly back of the window display, was an aisle seven feet wide, covered with a red carpet. Across the aisle, display fixtures featured a wide range of recommended gift items.



SOUTHERN HARDWARE'S

Annual Special Section on

CHRISTMAS PROMOTIONS







Christmas Shoppers Seeking "Toyland" Find Parker's Ready and Waiting



APPROXIMATELY the entire modern store of Parker Brothers, Inc. in the Bearden section of Knoxville, Tennessee, is converted into a Toyland for the Christmas season. One of three Parker stores, the firm is in an area of upper income families and Christmas displays throughout the store and even on the outside are all in accordance with the fact that hardware stores have much to offer in the quality line for Christmas.

A system has been worked out so that the changeover in displays is simple. For instance, plywood is put together and laid on round drums to form tables. The same drums are used, in season, for selling seed. Pegboard around the walls is permanent and the numer-

ous Christmas items can be displayed to advantage on them.

There's a store-wide metal awning over the wide sidewalk in front of the new building. Here wagons and tricycles are displayed to catch the attention of passersby. And, in Christmas promotions, a big Santa is painted on the window, along with the words in big letters: "TOYLAND, Use Our Layby Plan. Now Open!" That lettered promotion goes on early in the season and helps layaway sales.

The same big red lettering, TOYLAND, is used on a sheet of heavy paper taped to a wall inside.

There is a fringe of Christmas paper decorations on a ledge above wall displays of tools and on that high shelf is shown stepon cans and laundry baskets. Below in a front aisle display are flashlights which are best sellers at Christ-

"We go all-out for Christmas promotions," W. W. Eubanks, the store manager stated. "And we find it highly profitable."





Renuart Hardware & Lumber Co.

A PLYWOOD cutout of Santa and his deers draws the attention of holiday shoppers to the display windows of Renuart Hardware and Lumber Co. in Coral Gables, Florida. The windows are loaded with gift suggestions.

Window decorations are put in about December 1 and are lighted all night as are the rooftop cutouts.

The windows feature such gift items as power tools, household and kitchen gadgets, and numerous other items which lend themselves to gift-giving.

The plywood work was done in the company's own shop and special weather-treated paper was glued to the wood.

Paint sales doubled when dealer changed promotion tactics

With increased traffic of the lady buyers as the goal, paint is now coupled with housewares.

By Sophie W. Ellis

CHANGING PAINT promotion tactics has helped to double paint volume for Stouts Hardware, Seminole, Oklahoma. Owner A. B. Stouts now makes his main promotion appeal to women. Formerly, when he occupied a rather old-fashioned store around the corner from the main business street, he

had his chief paint volume from men. In the new store, where he has planned for more traffic from women through a handsome housewares department, he couples paints with housewares. Displays, advertising, and special store promotions now link the two lines profitably.



Paint and accessories occupy one long wall section behind housewares.



Cleaning supplies hold prominent spot.



Store management keeps displays fresh and attractive. Mobile shelves in the front window provide versatile fixtures for displaying housewares and paints.





Stouts likes promotions that cause people to register at the store for door prizes or drawings, and never passes up an opportunity for such an event. Carefully culled, the names obtained in this way are valuable additions to his mailing and prospect lists. The culling he does is unusual. He picks out those names signed Mrs.

"I use those for special mailing pieces," he revealed. "If I have a special offer to make, a paint coupon, a good value on something specific, my most valuable prospects are housewives."

Recently, he used names obtained in this way for mailing paint coupons, good or an unusual paint offer.

"Had I mailed the coupons to my entire list," he said, "stamps would have been wasted. Men throw coupons in the waste basket. Women save them, even though they do not always use the coupon before it expires. When they save a piece of literature I send them, or when I have it sent by the paint manufacturer I represent, I figure I'm ahead."

manufacturer I represent, I figure I'm ahead."

The response from this particular paint promotion was unusual.

Women came in to redeem coupons for paint and to buy more paint, housewares, and linoleum.

Much of his direct advertising concerns paint. He accepts all the aids that the paint manufacturer offers—the circulars, special offers, and advertising pieces for

(Continued on page 79)



Wide variety of heaters draws good customer response.



For her newly painted kitchen, lady wants a new stove.



Herrmann checks each machine, does own maintenance in workshop.

He demonstrates to customer how a machine works as well as that it is in good operating condition.



A floor waxer has a kit that is supplied with accessories the lady will need. Each is listed for quantity, cost of each, etc.



To profit from

RENTALS

this dealer controls maintenance and repair costs

By Beatrice Miller

Making rentals profitable is determined directly by control of maintenance and repair costs, rather than volume of activity, according to Phillip Herrmann, co-owner of ABC Hardware in Washington, D. C., where a \$5,000 stock in assorted equipment is the core of an outstanding operation in rentals.

Carefully systematizing rental procedures with detailed records and doing all of his own maintenance work, Herrmann regards rentals not only as profitable within themselves, but as excellent traffic and sales builders. The effect is felt in all departments as well as in rental accessories.

Having started rentals some 20 years ago with only one or two machines, Herrmann has built up a rental stock of approximately 60 pieces with such unusual items as rug shampooer, vacuum cleaners, house jacks, picks, axes and paint sprayers. Among the items in greatest demand are 18 waxers, 20 floor sanders, 18 edgers, and 18 hand sanders.

"When we first began renting (Continued on page 80)





NEW FROM HEAD TO TOE-MELNOR

We don't blame you for being surprised. You sold more Melnor sprinklers last year than ever before. (How could you miss, with network TV and national advertising?) And yet, Melnor makes sweeping

every n



THE HANDSOMEST SWINGIN' SPRAYS EVER! See the sculptured lines and gleaming colors of Melnor's completely re-designed wave sprinklers—the big 880 at the top, plus the new 720 and 610 heading the Melnor line-up. And by popular demand, the top-selling 525 makes a return engagement. Next is **MELNOR'S NEW TURRET**, the most versatile sprinkler ever made! It waters wide and narrow strips, rectangles, and squares—with just a twist of its four-position

turret! Then comes MELNOR'S SENSATIONAL PULSATOR, the sprinkler that spurts long drinks

of water to small, squ And round your custo a new look RACK. You

See back of fold-out for famous "Early Bird" Specials - with more Free bonus spri



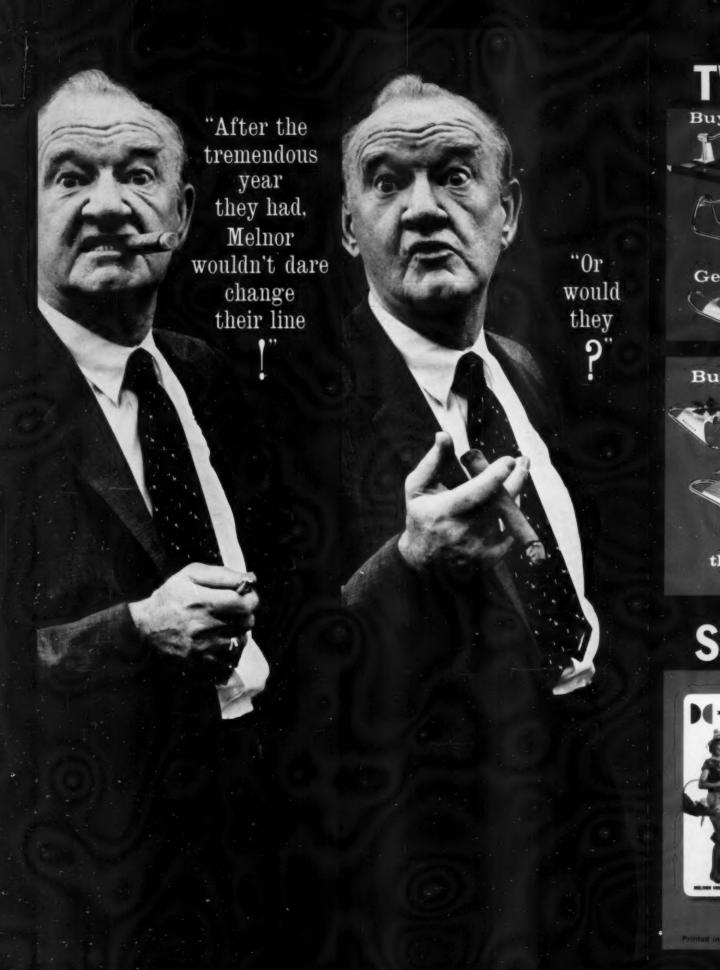
R'S GARDEN LINE FOR 1961!

iges right down the line for 1961. With big improvements in almost y model, and another spectacular TV schedule coming up, is it wonder Melnor is the No. 1 sprinkler on America's lawns today?



square-shaped lawns, **MELNOR'S SQUARE** gives ideal watering at a budget price. Square-shaped lawns, **MELNOR'S SQUARE** gives ideal watering at a budget price. Square strong out Melnor's line are the big-demand **REVOLVING SPRINKLERS**, designed to give stustomers efficient watering at lowest possible cost. Melnor even gives hose accessories look—with **BRIGHT NEW FULL-COLOR SKIN PACK CARDS** and a **NEW 3-SIDED DISPLAY**. You get more and faster impulse sales in the same compact counter space.

prinklers than ever. See your Melnor rep for record profits in '61!



MELNOR GIVES YOU FREE SPRINKLERS IN

TWO "EARLY BIRD" SPECIALS

Buy an assortment of these...



No. 78 Assortment of Wave Sprinklers with a Free Bonus of Three Great Sprinklers!

- (3) No. 525 Swingin' Sprays @ 5.95 each.... 17.85
 (3) No. 610 Swingin' Sprays @ 7.95 each.... 23.85
 (3) No. 720 Swingin' Sprays @ 9.95 each.... 29.85
- (2) No. 880 Swingin' Sprays @ 12.95 each.. 25.90

FREE BONUS

- (1) No. 650 Square Sprinkler @ 2.49 each.. 2.49
- (1) No. 675 Turnet Sprinklar @ 3.95 each.. 3.95
- (1) No. 950 Pulsator Sprinkler @ 7.95 each 7.95

TOTAL RETAIL VALUE: 111.84

DEALER COST: 58.47

DEALER PROFIT: 53.37

48% DEALER PROFIT!

Buy these...



No. 89 Assortment of Specialty and Revolving Sprinklers with Free Bonus of Two 3-arm Revolving Sprinklers!

- (2) No. 650 Square Sprinklers @ 2.49 ea.... 4.98
- (2) No. 675 Turret Sprinklers @ 3.95 ee.... 7.90
- (2) No. 860 Revolving Sprinklers @ 3.49 ea. 6.98
- (1) No. 910 Revolving Sprinkler @ 5.95 ea... 5.95

FREE BONUS

(2) No. 810 Revolving Sprinklers @ 1.95 ea. 3.90

TOTAL RETAIL VALUE: 29.71

DEALER COST: 15.48

DEALER PROFIT: 14.23

48% DEALER PROFIT!

NEW BONUS ASSORTMENT OF

SEE 'N SELL ACCESSORIES!



ted in U.S.A.



Melnor's See 'n Sell Accessory line now in fast-moving, self-selling full color skinpack cards. This new assortment comes with a FREE 3-sided revolving wire rack.

No. 1605—82 individual pieces including 18 different items, with FREE three-sided counter display rack.

TOTAL RETAIL VALUE: \$65.18

DEALER COST: 41.28
DEALER PROFIT: 23.90

Retail value of wire rack: \$4.00

ORDER NOW FROM YOUR MELNOR DISTRIBUTORS



MELNOR INDUSTRIES, INC. MOONACHIE, NEW JERSEY



8 fast movers for Christmas





deluxe automatic can opener from \$6.95



table ice crusher \$9.95



wall ice crusher \$7.95



standard magnetic can opener from \$3,49

budget can opener from \$1.98



automatic-electric can opener \$22.95



portable can opener from \$1.98

to make Christmas MERRY
... and these 8 SWING-A-WAY'S
are among the best. For the biggest
Christmas you've ever had, order
them now and keep your stocks
complete all through the season.

you can sell more, make more with



SWING-A-WAY MFG. CO., 4100 BECK AVE., ST. LOUIS 16, MO. . IN CANADA: FOX AGENCIES, PORT CREDIT, ONT.





Helping a customer find the exact color she wants makes paint prices in cidental, Owner Smith reports.

> Neat, attractive display helps keep toy trade brisk throughout the year.

To meet keen competition, dealer uses

"one exclusive product competitors can't offer---

information about the hardware we sell."

As a HARDWARE retailer in a highly competitive suburban shopping center, W. I. Smith of Edgewood Paint & Hardware, Birmingham, Alabama, heeds an axiom usually applied to football: the best defense is a good offense.

"We don't wait to see what the supermarkets are going to sell next in hardware," Smith asserted. "We go on offense ourselves, experimenting with new lines of merchandise and new types of service.

"Meanwhile we have refused to be panicked into cut-rate merchandising and self-service. We make the most of the one truly

By Wendell Givens

exclusive product that our competitors can't offer—information about the hardware we sell. That's what made the hardware dealer so solid in the community before supermarkets and self-service were thought of. And it's an even more valuable asset today."

Paint is a prime example, Smith said, offering this evidence: The Edgewood store is able to mix 2,000 colors in the three lines of paint it handles, and goes all out to sell color. Store personnel make it a point to spend all the time

necessary to help a customer choose exactly the color he wants —"then there is no objection to price."

Women buy more than 60 percent of the interior paint the Edgewood store sells, and threefourths of that paint is not even on the color charts; it's sold by mix.

A few years ago the store began selling stock picture frames. Because of demand for it, molding was added so that customers could do their own framing. But few customers had access to the special equipment required, so Smith purchased the equipment

Full Margins! Competitively Priced! Fast Turnover!

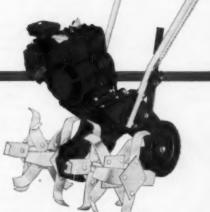


THE COMPLETE LAWN CARE LINE

7 Rotary Power Mowers 2 Reel Power Mowers 1 Rotary Rider

2 Heavy Duty, Rotary

EDGER/TRIMMER



- New, Superior Atlas-Aire Tine-Blade Design
- · Fingertip clutch and hand throttle
- Heavy duty construction
- Well-balanced for easy control
 24\%" tilling width remove outer times for
- 24½" tilling width remove outer tines for 17¼" width
- 24 high-carbon-steel tine blades
- · One model is reversible



- · Changes from edger to trimmer in seconds
- 2 H.P. Briggs & Stratton engine with Choke-A-Matic control
- Lightweight but rugged
- Curb roller lowers to level engine when edging at curb
- · Deluxe red finish with white trim
- · Low-tone muffler



ATLAS TOOL & MANUFACTURING CO.

Founded in 1926

5147 Natural Bridge Road St. Louis 15, Missouri

Atlas-Aire — Quality built to outperform all others . . . RUGGED... YET PRICED RIGHT.

606

SOUTHERN HARDWARE for November, 1960

For more information use Handy Return Card, Page 65

59





W. I. Smith has developed custom-made frames into a profitable line.





Housewares move well at the suburban store. Greeting cards also add extra sales.

and learned to frame pictures.

Today the store stocks 25 types of frame molding, has a front window display and workshop that attract considerable attention from passersby.

Picture frame sales have boosted business in a related line, glass. There's profit here, too, Smith reported, if the hardware dealer buys his stock right.

The Edgewood store buys crystal sheet glass for furniture tops in 4 by 6 sheets to take advantage of a quantity price. The store cuts the glass as ordered, by the foot, and sets a price to take care of 15 percent waste. Frequently the waste can be sold for shelving and night tables.

Equipment necessary for selling glass, Smith said, includes table, cutter, belt-sander to smooth edges, glass-cutting square and rule.

Situated in an area where homeowners take much pride in beautiful lawns, the store does a brisk business in such items as fertilizers and insecticides. Dispensing information on proper application is the key to repeat sales, Smith said

As a former manager of 5 & 10 stores, Smith is well versed in store traffic and merchandise. His hardware store moves stationery, school supplies and even watches pretty well but, he said, there is not sufficient traffic in a hardware store for a full line of jewelry.

"Supermarkets now handle housewares, lawn supplies, small electrical appliances and prepackaged hardware," he said. "But that certainly doesn't mean hardware stores should abdicate in those lines. We have continued them as always, offered our traditional service and taken up any slack in other departments. That's where such products as picture molding and glass fit in.

"We're particularly strong on toys. My experience in dime stores has helped, of course. During the Christmas season we handle decorations, wrapping supplies and cards. A buying service I developed during my dime store work enables us to compete favorably in this department."

Despite his readiness to try new lines, Smith cautions hardware retailers against a hold-your-nose-and-jump-in practice. Size up your total counter space and, just as important, size up your neighborhood, he advocates, for what goes well in one community may not in another.

(Continued on page 83)



SPEEDY DELIVERY FROM STOCK...



In the market for lag bolts? We make a full line of sizes. Carriage and machine bolts also. And they're all top quality.

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

For strength . . . economy

... economy



BETHLEHEM STEEL

Gudebrod Observes 90th Anniversary

BACK IN THE 19th century, when Christian E. Gudebrod found his first position with a small silk plant in Middletown, Conn., he could not have dreamed that a thriving, diversified company would some day bear his name. This year marks the 90th anniversary of Gudebrod Bros. Silk Co., Inc., and from a producer only of silk sewing threads, the company has become a manufacturer of innumerable top-quality products

er mowers and lawn equipment, held at the Savery Hotel in Des Moines.

Under the direction of James E. Kolls, president, E. C. Seyphol, vice-president in charge of sales, and P. D. Cook, sales manager of the Certified division, all delegates were shown the 1961 line of power mowers, the advertising, merchandising, promotional and sales aids.

Theme of the meeting was a nautical one, stressing the slogan "Sale" With Pride With Certified. The sales staff was advised to "Set your sales" past such obstacles as Procrastination Currents, Worry Reef, Put-It-Off-Swamp, Shoals of Inertia, Sleepy Islands, Pessimistic Peninsula and Business-Is-Poor-Rapids.

All delegates were given sailor hats making them members of the crew of the "S. S. Certified." The meeting room was decorated as a ship, with signal flags and other nautical identification. A Treasure Chest yielded prizes for some lucky people.



W. T. Hooven

for fishing and sewing as well as for the surgical and electronic fields.

The company was founded as the Cutter Silk Co. which later became the Champion Silk Co.; and still later, under the management of Christian E. and Frederick C. Gudebrod, adopted the family name, Gudebrod. One generation—six Gudebrod brothers—guided the policies and stimulated the growth of the company for almost 90 years. These six brothers, following one another to the office of president in unbroken succession, provided 87 years of leadership.

provided 87 years of leadership.
Today, W. T. Hooven heads the company as president.

Western Tool Holds National Sales Meeting

THE WESTERN TOOL and Stamping Co., Des Moines, Iowa, recently concluded its national sales meeting dealing with "Certified" pow-

Golden Anniversaries Highlight Life of John W. Griffee

JOHN W. GRIFFEE, longtime friend of many a factory salesman has, in recent months, celebrated two unique anniversaries. In September, Mr. Griffee observed the 50th year of his association with Loewenstein & Sons Co., wholesalers in Charleston, W. Va. But an even more distinctive milestone was passed a month earlier, for in August Mr. Griffee celebrated the Golden Anniversary of his marriage to Mrs. Griffee. The event was properly observed by a reception held at the couple's home in Charleston.

A native of Kentucky, Mr. Griffee came to Charleston in 1909 and began his career in the hardware industry by joining the Kelly Axe and Tool Co., which was later to become the present day True Temper Corp.

In 1910, he associated with Loewenstein & Son as a bookkeeper. After two years at this work, Mr. Griffee, "decided to learn the hardware business from the ground up and went into the stock room for several months before moving on to the shipping department."

After travelling on the road for a while, he was reassigned to the purchasing department and has served in



that capacity ever since.

In the last 50 years there have been "lots of changes in hardware lines" and "lots of changes in the way of doing business," Mr. Griffee says.

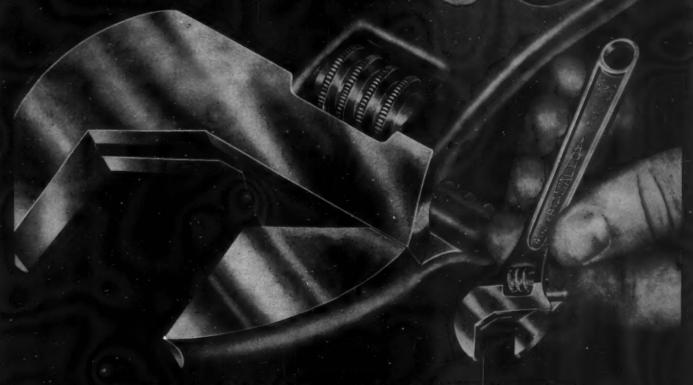
In looking over the latest roster of The Old Guard, this long-time buyer comments sadly, "I find lots of old timers whom I have bought from have passed on."

With a glance back over the years, Mr. Griffee finds that "very few men spend 50 years with one house." To this, his many friends can add the thought that very few men have served so many others so well and for so long.

DIAMALLOY

from 4" to 24"

"There is nothing finer than a DIAMOND"



Diamond offers a full line of long established and well known Diamond and Diamalloy Wrenches and Pliers. When you order adjustable wrenches insist on the Diamalloy Brand. Stocked by leading wholesalers.



DIAMOND TOOL and Horseshoe Co.

DULUTH, MINNESOTA . TORONTO, ONTARIO

IURFMASTER

KING HAS QUALITY YOU CAN SEE...

QUALITY YOU CAN SELL!



THE QUIET
TURFMASTER
The all new mower with
the lullaby-low tone...
practically sells itself.



TURFMASTER
TILLERS
Tops in performance and sales appeal. Ask your wholesaler for details.



TURFMASTER
RIDING MOWER
Newest addition to a fine
line of riders. Medium
price...fine performance.

The Turfmaster King is the mower you can sell with confidence and pride...and profit! The deck is aluminum alloy. The 8" wheels are steel. The "Hite-A-Just" feature obsoletes most rotary mowers: one lever adjusts all four wheels at the same time for nine different cutting heights! Turfmaster King quality sells...and stays sold!

Ask your wholesaler for a copy of the 1961 catalogue of Turfmaster products or write us...we'll send you one.



Nationally Advertised in Leading Home Magazines

Dille & McGuire

MANUFACTURING COMPANY RICHMOND, INDIANA

"The World's Standard Mower Since 1874"

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS
Help yourself to free literature
and more details on any products or sales aids mentioned in
this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, and sales aids, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement just insert the name of the company and page number in the space provided.

Southern Hardware pays the postage!

			HOVEMBER, 1960
Paul Information and an a			
Send information on these :	PATES WIDS and	or NEW PRODUCTS (fi	il in key numbers):
Send these CATALOGS and	BULLETINS (AIII	h key numbers):	
Send Information on these	ADMENTICEMENT	===	
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Company	Page	Company	Page
My Name			
My Company's Name			
Address (number and street)			
City			
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These cards
can help
you get
valuable
information





BUSINESS REPLY CARD PIEST CLASS PERMIT NO. 882, SEC. 54.5, P. L. & E., ATLANTA, GA.

Southern Hardware SOG PEACHTREE ST., N. E. ATLANTA 8, GEORGIA





BUSINESS REPLY CARD

Southern Hardware 806 PEACHTREE ST., N. E. ATLANTA 8, GEORGIA



CATALOGS & BULLETINS

Available free to readers. Write in the numbers of items wanted on the return post card, page 65

100 Moisture Absorbent. A technical bulletin, Form H-I-D, descriptive of Hum-I-Dri moisture absorbent advises that Hum-I-Dri is suitable for many industrial uses, particularly in storage rooms and tool rooms. Recommended for applications in industries where steam and moisture are continuously present. It also permits employment of basement space that is otherwise too damp for efficient operations. Speco, Inc., 7308 Associate Ave., Cleveland 9, Ohio.

102 Lawn and Weed Mowers. An 8-page color catalog with descriptions and pictures of its line of 14 models of rotary lawn, weed, and riding mowers in sizes from 20" to 36" plus the care of 4-cycle gasoline engines is offered. Schissel Manufacturing Co., Cherokee, Iowa.

104 Industrial Hardware and Wire Rope Fittings. Catalog #59 presents the Diamond Brand line of industrial hardware and wire rope fittings. The color catalog is indexed and contains specifications and illustrations of the items. Individual brochures on each of the items also available. Edward W. Daniel Co., 4049 St. Clair Ave., Cleveland 3, Ohio.

106 Gun Equipment. The "Products for Shooters" catalog aids in the merchandising of metallic sights, scopes, shotgun chokes, and reloading equipment. Contains quick-reference chart on metallic sights combinations; also tables showing steps followed in reloading operations. Lyman Gun Sight Corp., Middlefield. Conn.

107 Plastic Pipe. Descriptive sales brochures on different types of plastic pipe are available for dealer's sales people, as well as customer prospects. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.

109 Fly Lines. A pocket-size fold-

er includes specification charts showing line diameters and length detail for all standard types of level and tapered fly lines. Primarily for enclosure in each of its individual fly line boxes, reasonable quantities available for in-store use. Sunset Fishing Lines, Petaluma, Calif.

110 Striking Tools. Catalog A-5960, 8½" x 11", punched to fit binder, pictures and describes the full line of Kelly axes and adzes, hammers and hatchets, and heavy goods. Information included on basic stock hammer program "5 Is All You Need." True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio.

photos of gondolas, wall sections, and fixture accessories with specifications and prices appear in a colorful 17" x2" brochure printed both sides. M and D Store Fixtures, Inc., 6 North Michigan Ave., Chicago 3, Ill.

112 Fiber Roof Coating. A folder entitled "The Easy and Low Cost Way to Repair and Renew Roofs" covers the uses of Gardner asphalt asbestos roof coating. Gardner Asphalt Products, P. O. Box 5776, Tampa, Fla.

No. 59, in color, presents the company's line of sprayers and dusters for the home, farm, and industry. Complete descriptions, specifications, and illustrations are carried, as well as actual photographs of the items in use. Space is devoted also to the Chapin line of accessories. R. E. Chapin Manufacturing Works, Inc., Batavia, N. Y.

114 Masonry Anchors. Two nluminum masonry anchors, the Diamond Hammer Drive and the Fur-N-Strip, are described in the two-page, two-color bulletin #4058, which provides six photographs and two cut-

away line drawings. A detailed specification chart is included in the bulletin. Diamond Expansion Bolt Co., Inc., Garwood, N. J.

117 Masonry Line. A two-color catalog that describes and illustrates a full line of masonry and hollow wall fasteners, pole line hardware and masonry drills is available. Specifications, packaging information, and dealer prices for each item are included in the 40-page, pocket-size booklet. Diamond Expansion Bolt Co., Garwood, N. J.

120 Store Fixtures. The Challenger line of steel and wood store fixtures is illustrated in a 52-page catalog. Portions of the catalog are in full color and several pages depict these completely flexible fixtures fully merchandised in stores. When requested, M & D's professional store planning service is available, in all areas, without charge. M. & D. Store Fixtures, Inc., Chicago 3, Ill.

121 Garden Chemicals. "How to Make More Profits on Garden Chemicals" is the theme of a 16-page sales brochure. It contains suggestions for increasing sales of spray materials and describes and illustrates the important features of Hayes garden hose sprayers. Hayes Spray Gun Co., 98 N. San Gabriel Blvd., Pasadena, Calif.

122 Decorative Hardware. Full color, 20-page No. 214 catalog illustrates full line of matched pulls, knobs, hinges, and catches by Amerock. Cabinet hardware for use in every room in the house is shown and described. Amerock Corp., Rockford, Ill.

123 Primer and Sealer. The various qualities of XIM Flash Bond are described in an available catalog and tips on better painting procedures are given. Tells what to do in case

of "fogging," "orange peel," or "wrinkling." H. Forsberg Co., 5103 Lakeside Ave., Cleveland 14, Ohio.

124 Outdoor Products. "Outdoor fun begins with Coleman" is the title of a 20-page illustrated 1960 product catalog. The catalog describes the full line of Coleman gasoline, kerosene and LP-gas lanterns, folding camp stoves, picnic stoves, and utility heaters; portable food and beverage coolers; camp and picnic tables and stools; folding ovens and accessories. A four-page color section presents the manufacturer's line of Snowlite picnic jugs. The Coleman Co., Inc., Wichita 1, Kan.

125 Jet Pumps. A simplified catalog of Rapidayton jet pumps is available. It features three "key" series of completely packaged water systems. A selection chart makes it easy to recommend the proper pump for any well, 0 to 140 feet. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

128 Project Book. Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood - working plan is blueprinted thoroughly on a self-contained sheet. Rogers Isinglass & Glue Co., Gloucester, Mass.

130 Fusible Links. Folder F-184 illustrates and describes the complete R-W line of fusible links for fire doors, windows, and many other purposes. Richards-Wilcox Manufacturing Co., Aurora, Ill.

131 Hardware Chain. An illustrated folder describes the complete line of ACCO chains for a multitude of domestic and industrial requirements. The 16-page folder, DH-176-B, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

133 Display Ideas. A Rubbermaid display booklet illustrates and describes a variety of display methods for all size stores. Rubbermaid, Inc., Wooster, Ohio.

134 Chains. A catalog page-price list features Blue Temper packaged chain and the No. B/T 1 Merchandiser. Blue Temper individual packages and the merchandiser are illustrated on the 2-color sheet. Selling features are given and suggested resale and dealer costs figures supplied. The reverse side of the oversized sheet illustrates Measure-Mark chain in all four grades. Again resale and cost figures are supplied with specifications and uses for each grade. Campbell Chain Co., York, Pa.

135 Chains and Chain Assemblies.

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(Use reply card on page 65)

A 32-page illustrated catalog of all types of chains, welded and weldless chains, chain assemblies, chain specialties and wagon and truck hardware is now available. Also, dealers may secure an 8-inch high decal for inside or outside display stating "We Sell Chain." Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Mo.

An 8-page catalog, No. 807, of advertising and sales promotion aids is offered wholesalers and retailers of water appliances. The catalog tells how and when to use these items most effectively. The Tait Manufacturing Co., 500 Webster St., Dayton 1, Ohio.

137 Marine Line. A full-color catalog presents the complete line of Aqua-Float marine safety products. The catalog shows newest Aqua-Float packaging, Aqua-Float merchandising aids and display materials. A special order blank is available for obtaining these aids. Style-Crafters, Inc., Greenville, S. C.

139 Sprayers and Dusters. This catalog covers the company's complete line of hand, continuous, compressed air knap-sack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. D. B. Smith & Co., 428 Main St., Utica, N. Y.

140 Power Tools. The following catalogs describing and illustrating the company's complete line of tools are available upon request: ET 157, Portable Electric Tools; CS 157, Chain Saws; AT 1457, Air Tools; and CI 1657, Contractor and Industrial Tools. Remington Arms Co., Inc., Bridgeport 2, Conn.

141 Tools and Machines. More than 150 hand tools and electric machines are described in a catalog now being offered as Number 23 in the Red Devil Library. Also described are the company's lines of floor and paint conditioning machines. Photos of merchandising aids, and illustrated hints on the use of many of the tools are included. Red Devil Tools, Box 355, Union, N. J.

142 Steel Sandpaper. An all-steel

sandpaper, Dragon-Skin, is described and illustrated in a two-color catalog sheet now available. Photographs and line drawings explain how Dragon-Skin sands, rasps and shapes woods, plastics and soft metals. Text material further describes Dragon-Skin's ability and offers display ideas. Red Devil Tools, Box 355, Union, N. J.

143 Housewares. A catalog of housewares products illustrates and lists each item of merchandise by order number, sizes, standard shipping carton, weight per carton, and retail price per item. Cover and interior contents are all in full color, while shorter versions of the catalog which describe Rubermaid merchandise are offered for consumer distribution. Rubbermaid, Inc., Wooster, Ohio.

144 Garden Supplies. A two-page color brochure illustrates Swan Garden Hose and Sprinkle-Soakers. Also offered is a color catalog page on the all-plastic Grass Stop. Swan Rubber Co., Bucyrus, Ohio.

145 Tool and Plastic Lines. This catalog includes illustrations and detailed specifications on the company's tool and plastic lines. Catalog is designated the Mini-Cat No. 10. The Vlchek Tool Co., Cleveland 4, Ohio.

147 Fishing Tackle. In addition to the regular line of Pflueger Fishing Tackle, this catalog contains information on items announced for 1960: The No. 84 Saturn enclosed spinning reel, the Superex automatic fly reel, and a host of rods, lures, and miscellaneous fishing tackle. The Enterprise Manufacturing Co., 110 N. Union St., Akron 9, Ohio.

148 Plastic Housewares. A full-color brochure illustrates how to display, sell, and advertise plastic housewares to obtain greater turn-over per year and how to increase the average sale 2½ times by selling matching sets. Gives valuable sales tips developed by hardware dealers throughout the country. Cal-Dak Corp., 2525 Military Ave., Los Angeles 64, Calif.

149 Sportsmen's Lights. Fishermen's lanterns, searchlights, flasher lanterns, headlights, and various carbide cap and hand lamps are illustrated and described in a small catalog of sporting goods items which lists both retail selling prices and the retailer's cost. Justrite Manufacturing Co., 2061 North Southport Ave., Chicago 14, Ill.

150 Time Payment Plan. A folder is available describing the complete Foley Futuramic line of power mowers featuring the new 32" Quad Cut mower-trimmer and the free (Continued on page 70)







from bins to bikes... Sheffield has the right bolts

Sheffield bolts do a better fastening job in thousands of products and applications, ranging from huge grain bins to backyard bike repairs.

Why? Because every Sheffield bolt is a precision product made to fine tolerances and quality controlled from furnace to finished bolt. Sheffield's bolt plant is one of the world's largest. It's staffed by a team of metallurgists, engineers and research experts who specialize in bolts.

Your Sheffield distributor will help you set up a money-making bolt department. Many hardware and lumber dealers pay their rent or a sizeable part of their overhead with profit on bolts, which surveys show are in the top ten fastest-moving items. Get in touch with your distributor now.



BOLT PRODUCTS

SHEFFIELD DIVISION



ARMCO STEEL CORPORATION

OTHER DIVISIONS AND SUBSIDIARIES: Armco Division • The National Supply Company • Armco Drainage & Metal Products, Inc. • The Armco International Corporation • Union Wire Rope Corporation • Southwest Steel Products

home trial plan. The plan allows the customer to try a Foley mower for 14 days with the privilege of return with no obligation to the customer. A folder also is available to describe its Mow Now—Pay Later time payment plan. Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn.

- 151 Pre-Measured Chain. A catalog page, in color, describes a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by plastic color bands. Hodell Chain Co., Cleveland 3, Ohio.
- 152 Storage and Display Equipment. Folder 320-A describes the time-and-space-saving advantages of-fered by Revolvo Steel Storage and Display Equipment to both owners and customers. A section on drawer inserts, display counters, nail bin counters and other equipment designed to utilize floor space most effectively is included. The Frick-Gallagher Manufacturing Co., Wellston, Ohio.
- 154 Bats and Golf Clubs. Nominal quantities of a full-color catalog which describes the company's Louisville Slugger line of baseball, softball, and Little League bats are offered to dealers. Also available is a two-page catalog showing the company's entire Grand Slam golf club line. Hillerich & Bradsby Co., Inc., 434 Finzer St., Louisville 2, Ky.
- 155 Hobby Tools. A Catalog is available which illustrates and describes the Grifhold line of precision built tools for hobbies, graphic arts, offices, and crafts. The Griffin Manufacturing Co., 1656 Ridge Rd. East, Webster. N. Y.
- 158 Nails Data. A pocket-size handbook containing information and specifications for Stormguard nails is available. A two page chart gives specific data on the sizes and quantity of nails to use for various types of roofing, siding and trim as recommended by leading trade associations. W. H. Maze Co., 400 Church Blvd., Peru, Ill.
- describing and illustrating the firm's complete line of measuring tapes and related products, including Power-Tapes with controlled speed blade return, is available. Evans Rule Co., 400-16 Trumbull St., Elizabeth, N. J.
- 160 Edged Tools. Colorful catalog pages which present the company's line of garden tools, axes, hammers, and hatchets are available. Illustrations show the tools in use. Mann Edge Tool Co., Lewistown, Pa.
- 161 Industrial Doors. A 12-page Industrial Door Catalog No. A-410 features technical data and illustrations on the R-W line. Specification

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(Use reply card on page 65)

and installation data, application photographs, and a section on the automatic electric door operators are included in the catalog. Industrial Door Division, Richards-Wilcox Manufacturing Co., 217 Third St., Aurora, III.

- 400B featuring Vizuclips, display attachments for perforated panels, is available. The catalog shows a complete selection of Vizuclips for displaying all types of merchandise on either ¼" or ¼" panels. L. A. Darling Co., Bronson, Mich.
- 163 Garden Hose. Catalog sheets give full information on Biltrite and Boston vinyl and rubber Garden Hose, as well as Triple-Tube Flexible Sprinklers. The sheets are in full color and well illustrated. American Biltrite Rubber Co., P. O. Box 1071, Boston 3, Mass.
- 164 Industrial Knives. A 52-page pocket-size Handbook illustrating a thousand industrial hand and machine knives, craftsmen knives and fix-up and paint-up tools is offered. Hyde Manufacturing Co., Department "H," Southbridge, Mass.
- 166 Padlocks, Brass and Bronze Hardware. Available literature includes: 6-page gate-fold catalog showing complete line; 4-page catalog of carded and blister-packed padlocks, and catalog pages on various products. The Slaymaker Lock Co., Lancaster, Pa.
- logs are offered on the company's hardware line. One is for inclusion in wholesalers' catalogs. The other is an 8-page book that wholesalers can make available to all their dealer prospects. Items cataloged in both books are: Supreme Brand Chucks; six models of Supreme Screwdriver Attachments; the Supreme Versamate. Supreme Products Corp., 2222 S. Calumet Ave., Chicago 16, Ill.
- 245 Relief Valves and Wall Hydrants. A 4-page bulletin, LL-5990, describing water system relief valves lists two models, Nos. 451 and 452, for pressure only protection in cold and hot water lines. For both temperature and pressure relief, it offers

Nos. 453, 494, and 495. Bulletin LL-8841 describes the Mansfield line of frostproof wall hydrants. Mansfield Sanitary, Inc., Perrysville, Ohio.

- 247 Packaged Fasteners. The revised Package Stock Guide to Statesville Inventory, SPG-3, outlines the packaged items, sizes, and finishes regularly carried as standard in Statesville's 500,000 gross shelf stock of fasteners. Covers eight pages. Southern Screw Co., P. O. Box 1360, Statesville, N. C.
- 248 Pulley Assoriments. Two catalog pages are available on swivel eye and fast eye pulley assortments which illustrate and describe the pulleys in each display box. The red and white display box suggests the various usages for the pulleys, and shows the retail selling prices. North & Judd Manufacturing Co., New Britain, Conn.
- 249 Plumbing Rack. An illustrated catalog and price list is offered on the Plumb Shop Merchandiser, a blue and red, all metal display rack that stocks and sells flexible copper tubes, valves, and fittings. Plumb Shop, 1341 Temple, Detroit 1, Mich.
- 256 Tank Balls and Floats. An illustrated brochure lists and describes in detail tank balls and floats in sizes, shapes, weights, and materials for every service application and water condition. The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio.
- 257 High Density Plastic Pipe. A 4 page brochure describes the "Hi-Mol" high-density flexible polyethylene pipe. Carlon Products Corp., Aurora, Ohio.
- 258 Rubber Bonded Abrasives. Rubber bonded abrasives for polishing and finishing are featured in a white and blue folder. Their special function and types of materials on which they are particularly useful, specifications, and prices are given. The Carborundum Co., Niagara Falls, N. Y.
- 259 Handsaws. The proper use and care of handsaws as well as their design and construction, is discussed in the Handsaw Manual. The illustrated pocket size manual also devotes one section to information for the home or professional carpenter. Education Dept., Atkins Saw Division, Borg-Warner Corp., Indianapolis 25, Ind.
- 250 Plastic Sewer Pipe. The advantages of Chem-Weld drainage pipe, its installation and handling are described in detail in an illustrated brochure. Southwestern Plastic Pipe Co., Box 117, Mineral Wells, Texas.
 - 261 Home and Agricultural Tools.
 (Continued on page 72)



PRESTIGE HARDWARE THAT PAYS PROFITS

Yale offers a full line of hardware — padlocks — cabinet locks — night-latches — bathroom accessories — screen door hardware. And Yale helps you put these across with a full range of packaging — merchandisers — carded items—blister packs—operating samples.

For full information write The Yale & Towne Manufacturing Co., Lock and Hardware Division, White Plains, N.Y.

YALE & TOWNE

VALE-REG. U. S. PAT. OFF

YALE-finest name in hardware

Carried throughout the South by important Wholesalers

THE FINEST NAME IN PADLOCKS

Catalog No. S5960 includes information on the company's line of garden, lawn, and farm tools; shears, grass, and weed tools; shovels, spades, and scoops; and repair handles. The 52-page catalog is 8½" x 11", punched to fit binder. True Temper Corp., 1623 Euclid Ave, Cleveland 15, Ohio.

262 Water System Products. A 90-page general catalog, illustrated and in color, presents data on the company products and services under the following section headings: "Submerga" Pumps, Jet Pumps, Pisten Pumps, Pand and Windmill Pumps, Pump Accessories, Water Conditioners, Engineering Information, and Sales Aids. Red Jacket Mamufacturing Co., 1051 S. Rolff St., Davenport, Iowa.

263 Central Heating and Air Conditioning. An 8-page, full-color catalog combines gas fired, forced-air furnaces and residential air conditioning into one brochure. Representative models are shown, also detailed cutaway views. Along with complete specifications are illustrations of typical installations of the equipment. Chattanooga Royal Co., Chattanooga 6, Tenn.

268 Water Well Accessory. The "Levertrol" self-cleaning foot valve, which features a cord activated lever to flush a clogged valve seat, is described and illustrated in a two-color catalog sheet. Ratterman Manufacturing Co., 3947 Land O'Lakes Dr., N. E., Atlanta 5, Ga.

269 Caulking Guns. A 4-page, 2-color catalog covers the company's complete line of caulking guns for professional and home use and its line of interchangeable nozzles. It is illustrated and provides complete details on the capacities, dimensions, and construction of the various models. The Vital Products Manufacturing Co., 7500 Quincy Ave., Cleveland 4, Ohio.

270 Maple Kitchen Woodenware. A full-color, 4-page bulletin on Sensenich Northern Hard Maple counter tops, chopping blocks, pastry boards and other kitchen-specialty woodenware is available. Colorfully illustrated, the bulletin includes descriptive data, specifications, and suggested retail prices. Sensenich Corp., Dept. 116, Lancaster, Pa.

272 Paint Tool Merchandiser. A catalog insert page, JS-62, describes and illustrates a complete "one-stop" painters' tool department featuring vacuum, pack carded tools. Red Devil Tools, Union, N. J.

273 Blocks and Sheaves. Catalog I contains illustrations and complete specifications, including tonnage capacities and recommended wire rope sizes, for Durolite Blocks and Sheaves. Sauerman Bros., Inc., Dept.

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SHA, 620 S. 28th Ave., Bellwood, 111.

274 Firearms. A catalog and brochures are available describing the company's line of copies of antique weapons, such as the Frontier Sixshooter revolver and Frontier Derringer. Circulars on special sales of war surplus weapons are also available. Hy Hunter Firearms Manufacturing Co., 3031 West Burbank Blvd., Burbank, Calif.

275 Company Growth. "This is Jacobsen" is the title of a full color, 16-page brochure which describes the company's growth in the power mower field. Available to dealers and prospective new dealers. Jacobsen Manufacturing Co., 747 Washington Ave., Racine, Wis.

276 Plastic Casing. The advantages of Plastic Casing for water wells are discussed in an available folder. Illustrations show ease of installation. Specifications and other pertinent data given. Southwestern Plastic Pipe Co., Mineral Wells, Texas.

277 Rotary Tiller. Four-page catalog describes and pictures all five Pow-R-Boy 66 tillers in the line from 2½ hp to 3½ hp, with complete technical descriptions. Hahn, Inc., Pow-R-Boy Division. Evansville, Ind.

catalog illustrating over 1500 electrical wiring devices, lamps, and specialty products is available. Also features new packaging and merchandise displays. Profusely illustrated with full information, catalog serves as a sales tool as well as a reference book. All products are grouped in categories, cross-indexed. Included are three time-saving indices. Underwriters and CSA listings, and Federal Specifications numbers. Eagle Electric Manufacturing Co., Inc., 23-10 Bridge Plaza South, Long Island City 1, N. Y.

280 Ballcocks. A 4-page, 2-color bulletin illustrates the company's complete line of ballcocks. Form LL-9939. Mansfield Sanitary, Inc., Perrysville, Ohio.

281 Locks. Complete cutaway diagrams and technical specifications of all three series are provided in the

1960 catalog. Illustrations are in full color. Challenger Lock Co., 2349 W. La Palma Ave., Anaheim, Calif.

282 Canteens. Oasis Canteens are presented in a colorful catalog which gives illustrations, prices, and descriptive facts about the various models. M. E. Shaw & Sons, 2526 Daly St., Los Angeles, Calif.

283 Private Water Systems. A dealer promotion piece, "Your Own Private Water System Serves You Best," is available. The colorful, 4-page folder discusses the selection of the proper well site, then lists the most important advantages of the private water system. It will fit into a #10 envelope. The Tait Manufacturing Co., 500 Webster St., Dayton, Ohio.

284 Fasteners. A complete reference for threaded and headed fasteners is provided in a catalog now available. The list prices are up to date and reflect the most current changes. Atlas Screw & Specialty Co., Inc., 450 Broome St., New York, N. Y.

285 Squarespray Sprinklers. A colorful 4-page brochure describes the line including the Squarespray sprinkler; Waterspike, 2-way sprinkler-irrigator; Waterfeeders, fertilizer applicators; Plant-Chem, balanced plant food; and the Squarespray Lawn Care Kit. Proen Products Co., 9th and Grayson, Berkeley 10, Calif.

286 Angler's Catalog. A multicolored catalog entitled "Techniques and Tackle to Catch Big Fish" is available in quantity for over-thecounter retail pass out. The angler catalog contains 32 pages showing the company's complete line of fishing tackle and offers pointers on casting techniques, tackle assembly, etc. Shakespeare Co., Kalamazoo, Mich.

287 Fishing Tackle. A 68 - page trade catalog No. 60 contains 58 new items in addition to the wide variety of fishing tackle regularly listed. New items include lures, larger picnic coolers, round minnow and ice buckets, display racks, and hooks. Weber Tackle Co., Stevens Point, Wis.

288 Outdoor Clothing and Equipment. Detailed information and illustrations are contained in a black and white catalog presenting the company's line of footwear, rain apparel, and other outdoor clothing, as well as pup tents, air mattresses, tarpaulins, blankets, etc. Dixie Trading Co., 158 Garnett St., S. W., Atlanta 3, Ga.

290 Rust Remover. A catalog sheet describes Magic Rust Buster, a rust (Continued on page 74)

Before customers buy any fence, show them that (ss) American fence is guaranteed GUARANTEE guarantee this USS American ence to be full sauge with medium hard line wires, accurate menaione, full number of stay wires and full length rolls. This Eugrantee is your assurance that

Guarantee your customers satisfaction—sell them guaranteed USS American fence. Point out the guarantee label on every roll. That guarantee is their assurance from U. S. Steel that American fence must be free from manufacturing defects or it will be replaced. They can't buy better fence. USS American fence is heavily galvanized to resist corrosion, and the steel wire is strong. Let a steer lean against it; it

will spring back when he moves away. When temperature changes cause expansion and contraction of the steel, the wire won't snap because each strand has a built-in tension curve. USS American fence stays trim and neat for years because special hinge joints lock wires firmly in place. Sell your customers this better fence... guaranteed better... USS American fence.

USS and American are registered trademarks



This mark tells you a product is made of modern, dependable Steel.

Your customers are taking a second look...are you?

Could the honeymoon be over? Leading analysts say: Yes. All signs show the lawn-mower industry going through a major change. A change involving drastic reductions in power-mower brands. And many old faces are not around anymore. Other industries have experienced this. It's simply the result of people placing value over price.

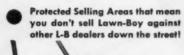
Where do you stand in this picture with your mower line?

The 2nd time buyer (who as a replacement market, represents approximately 60% of all industry sales right now) started it. He's fed-up with the "cheapie" he bought last time that has cost him almost as much in service calls as its original price. He now wants a power-mower he can depend on, that starts and handles easily, that can be serviced (when it does need it) with parts that are close at hand.

Only if you have the brand that will satisfy this buyer, will you sell him. In other words, you should tie in with a brand that gives you what it takes to survive.

LOOK HOW LAWN-BOY CAN MAKE YOUR POWER-MOWER BUSINESS MORE PROFITABLE AND FREE FROM CUSTOMER COMPLAINTS:

- Full Profit through competitive discounts, freight allowances, attractive "Early Bird" discounts!
- Fastest Service On Parts through 3600 service dealers coast-to-coast—3 day delivery from our factory in Lamar, Missouri
- Superior performance with engines engineered, built and serviced by Lawn-Boy—product of famous OMC know-how in compact-power field!





- Powerful big-magazine ad backing. Hi-traffic local promotions, co-op plans, selling aids, your own "magazine" to send out!
- Brand Name Acceptance through reliable product that stays sold, eliminates complaints and costly service that eat up profits
- Logical Step-Up Selling through short, graduated line packed with industry's most wanted features!

LAWN-BOY, Dept. LSM-110
OMC ENGINES & EQUIPMENT DIVISION
Outboard Marine Corp., Waukegan, III.

Tell me how I can become a LAWN-BOY dealer

regme____

Address

City Zone State

Over 7500 dealers are now enjoying Lawn-Boy prestige, profits and benefits. And maybe it's time for you to switch, too. The coupon brings all details of this top drawer franchise, without obligation. Be wise, mail it today.

LAWN-BOY

OMC ENGINES & EQUIPMENT DIVISION Outboard Marine Corp., Waukegan, III.

This fall increase your sales of Cyclone Lawn Fence with an eye-catching lawn-planting display



In many sections of the South and Southwest late fall is the ideal time to seed or plug new lawns. And it's also the time for you to promote the sales of lawn supplies with customer-appealing displays like the one here.

In a prominent spot in your store set up a Fall Lawn Planting Center. Use lawn seed, fertilizer, rakes and other tools, and USS Cyclone Lawn Fence. Have store clerks primed to answer questions about lawn planting and to recommend the protection of USS Cyclone Lawn Fence for new, tender lawns. In connection with this display you might also include fall-planting bulbs and Cyclone Flower Bed Border.

USS Cyclone Lawn Fence and Flower Bed Border are superior products. They sell readily, stand up well in service and develop good repeat business. The lawn fence is available, welded or woven, in single and double loop styles and in heights of 36, 42 and 48 inches. Flower bed border is made either welded or woven style and is identical to lawn fence in construction.

Check your stocks of Cyclone Lawn Fence today and see your jobber for additional supplies. Then use these display suggestions to get your share of this profitable fall business.

USS, Cyclone and "Red Tag" are registered trademarks

USS CYCLONE "RED TAG" HARDWARE PRODUCTS include: Bronze, Galvanized Steel and Aluminum Screening

Lawn Fence and Flower Bed Border • Door Mats
• Aluminum Rose Trellis • Hardware Cloth • Catch-All Baskets

American Steel & Wire Division of United States Steel



Cyclone Sales Offices Coast to Coast

This mark tells you a product is made of modern, dependable Steel.





Sell the trap that trappers want... the new, fast-action, body-gripping

Victor Conibear

Here's the trap that can make more sales-and more profit-for you. This Certificate of Merit award tells why:

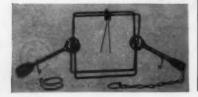
"The American Humane Association hereby cites the Animal Trap Company of America for honored recognition in advancing the principles of humanitarianism by producing and marketing the Conibear Trap which alleviates cruelty and suffering in the trapping of muskrats."

Trappers want this thoroughlyproved, humane, body-gripping trap. It catches and kills animals quickly without suffering, without chance of fur loss because of wringoff, and without damage to valuable pelts.

Ruggedly built, the Victor Conibear can be set anywhere. Originally designed for muskrat, the #110 (above) works equally well for mink, opossum, skunk, weasel and similar size animals; the #330 (below) was designed later for beaver and otter.

Be sure you have a full stock of award-winning, profit-making Victor Conibears this season. Order from your wholesaler.

ANIMAL TRAP COMPANY OF AMERICA Lititz, Pa. . Pascagoula, Miss. . Niagara Falls, Ont.



For over thirty-five years SOUTHERN HARD-WARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY COUNTER DISPLAY CUSTOMER RELATIONS SALES PROMOTION ADVERTISING

INVENTORY CONTROL **EMPLOYEE RELATIONS** STORE MODERNIZATION SERVICE DEPARTMENTS CREDIT CONTROL ACCOUNTING PROCEDURES ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade - a feature that no other magazine has developed so fully.

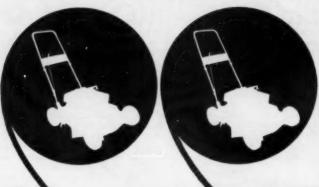
Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one-or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E. Atlanta 8, Georgia



Hère are the words of America's best merchandising distributors and America's fastest moving dealers who feature and sell Pennsylvania Power Mowers

"Pennsylvania provides *Proven* traffic building promotions—at Christmas, for instance."

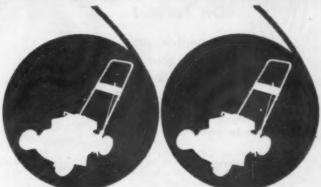
"I sell Pennsylvania because it's the most complete line with the most features."

"I like that extra 5% I earn by ordering Pennsylvania Mowers early."

"Pennsylvania gave me a Waltham Watch—and just for being a good businessman."

"Pennsylvania has the most complete marketing and merchandising programs."

"Pennsylvania has the best new product ideas backed up by long quality experience."



"I get fast delivery and plenty of help from Pennsylvania Service."

Wouldn't you like to be able to talk about your power mower line the way Pennsylvania Dealers do? Team-up with your Pennsylvania Distributor right now and get your "mower money" early this season! Contact your Pennsylvania Power Mower Distributor, or Cal Shera, Marketing Manager.

PENNSYLVANIA POWER MOWER



American Chain & Cable Company, Inc., Stevens Lane, Exeter, Penna. Executive Offices: Bridgeport 2, Conn., Export Dept.: 230 Park Avenue, New York, 17, N. Y Canadian Sales Agents: John A. Huston Company, Ltd., Toronto 10, Ont., Canada.



remover in stick form which may be used to remove rust and bugs from automobile surfaces. Magic Iron Cement Co., Inc., Cleveland, Ohio.

291 Racing Karts. The 16 - page brochure answers questions most often asked by dealers who are contemplating the sale of Racing Karts. Simplex Manufacturing Corp., 540 North Carrollton Ave., New Orleans 19, La.

292 Store Fixtures. Fully illustrated merchandised wall fixtures, gondolas, and a nail counter, are pre-

sented in a new Add-On folder. Prices included. A feature of the folder is instructions to receive free store planning service. W. C. Heller Co., Montpelier, Ohio.

two-color brochure describing the company's complete line of Feastmaster barbecues with retail price and construction details, also a dealer's price list, are available to dealers. Superior Fireplace Co., 601 North Point Rd., Baltimore 6, Md.

294 Galvanized Ware. The com-

No. 406-3-gallon for

liquid or wettable powder

insecticides, fungicides.

Quality Sprayers and Dusters Since 1887

MANUFACTURING WORKS, INC.

BATAVIA, N. Y.

plete line of hand-dipped and sheet galvanized ware for home, farm, industrial, and institutional use is described in a 12-page bulletin entitled "Wheeling Metal Ware." Wheeling Corrugating Co., Wheeling, W. Va.

covering the Penn line of fishing reels is available. It is profusely illustrated with detailed information given concerning specifications, prices, capacities, etc. A number of pages are devoted to accessories and to lists of reel parts, how to order parts, and to the care of the reel. Other special pages contain service data, helpful tips for the fisherman, and a chart and pictures of world's record catches. Penn Fishing Tackle Manufacturing Co., 3028 W. Hunting Park Ave., Philadelphia 32, Pennsylvania.

#160 describes and illustrates the complete line of sporting and play tents, as well as canvas covers. Detailed specifications are included on the company's tarpaulin line which includes Fultex, Shuredry, and Fulton tarps. Fulton Cotton Mills, P. O. Box 1726, Atlanta 1, Ga.

316 Boat Numbers and Letters. Descriptive sales literature is available on the various types of displays and uses of Dyer E-Z Ply Boat Numbers and Letters. Dver Specialty Co., Inc., Box 2513, Sante Fe Springs, Calif.

sheets illustrate and give complete specifications on the entire Parker lawn sweeper line, which includes manually operated, trailer drawn, and motorized models. Parker Sweeper Co., Springfield, Ohio.

518 Lawn Edger - Trimmer. A brochure graphically illustrates the important features of the new True Trimmer gasoline-powered combination lawn edger and trimmer. True Trimmer Div. of Emsco Screen Pipe Co. of Texas, Inc., P. O. Box 14446, Houston 21, Texas.

specialized catalogs are available: one catalog deals with miscellaneous hardware for hospitals, schools, office buildings, and other commercial and institutional construction. In another detailed bulletin, the comprehensive line of Yale locks and hardware developed specifically for narrow stiledoors is presented. A third catalog describes screen and storm door hardware. The other three new catalogs deal with three different series of Yale panic exit devices: series 5,



No. 404—4-gallon for liquid or wettable powder insecticides, fungicides.

No. 413-20-gallon for

liquid and wettable powder

lawn moth solutions.

fungicides, etc.

weed killers, fertilizers,



PRODUCT SUPERIORITY with customer - engineered PRODUCT SUPERIORITY with customer engineered features such as more hard working weight, automatic no-clutch drive, independent rear wheel brakes, and many others.

PRE-SOLD CUSTOMERS with a national publicity campaign that has produced stories in 28 major publications in the past 2 months with many more to follow.

EFFECTIVE SALES AIDS in a complete promotional package that is second to none. Plus 50-50 advertising allowances!

EXCLUSIVE FRANCHISE TERRITORIES with enthusiastic Panzer backing for its dealers in every respect! And if you order early, Panzer pays the freight!

Let us give you the complete story of why Panzer is your best

Let us give you the complete story of why Panzer is your best answer for more Lawn and Garden Tractor profit. Write . . . PANZER PRODUCTS, Inc. . . Waynesboro, Virginia



FITLER ROPE

Always Reliable

MANILA **NYLON*** DACRON POLYPROPYLENE POLYETHYLENE

NOW IN A NEW PACKAGE

Fitler Rope is lubricated against internal friction while under load and waterproofed to keep it flexible, wet or dry. It is also rotproofed to arrest the growth of mold, mildew, fungi and bacteria. Experience has proven it is this inner, finer quality which gives Fitler Rope longer life and greater dependability in service.

*DuPont Polyester Fiber

SOLD BY HARDWARE DEALERS **EVERYWHERE**

THE EDWIN H. FITLER CO. Est. 1804

Division of Columbian Rope Co.

PHILADELPHIA 24, PA.



NEW ORLEANS 17, LA.

N()W You Can Sell More RED JACKET JET PUMPS



Have Quality Features For Dependable Service



Perfectly balanced impeller of DuPont Delrin and rigid diffuser of Cotton Flocked Phenolic:

- · Withstand abrasion better than brass or similar material
- Unaffected by aggressive or acid water
 Have smoother surfaces for higher effi-

NEMA Standard 1/3 and 1/2 HP Motors with stainless steel shaft extension (1/2 HP Capacitor Start, dual voltage).



Rotary seal has Ceramic face for long leakproof, trouble-free life.



Red Jacket "Trailblazer" Pumps not only can help you sell the "price buyer" but also can help you sent the price buyer but also can serve as price leaders to sell up to deluxe models in the "SJ" and "HB" shallow well series, to the "CJ" and "CJM" convertible shallow and deep well jet pumps, or to the top quality Red Jacket "Submerga" Pumps.



Contact your Red Jacket distributor for complete details. He can also explain how the "Trailblazer" pumps fit in with the complete line of Red Jacket Water Service Products.

RED JACKET MANUFACTURING CO. DAVENPORT, IOWA

Warehouses: Athena, Ore.; Boyertown (Philadelphia), Pa. Dallas, Tex.; Memphis, Tenn.



10, and 30. Yale & Towne Manufacturing Co., White Plains, N. Y.

320 House & Boat Numbers, Letters, Signs, etc. Condensed catalog shows illustrations, prices, etc. of full line of Hy-Ko's 15 best sellers, including accessories. Hy-Ko Products Co., 6814 Wade Park Ave., Cleveland 13, Ohio.

321 Pruning Guide. The company has available 50 free copies of the Wiss Pruning Guide to all dealers who carry the Wiss line. Extra copies available at \$2 per 100. Space on front cover for dealer imprint. Six pages of authoritative information on all phases of pruning and planting. J. Wiss & Sons Co., Dept. D, 33 Littleton Ave., Newark 7, N. J.

322 Tool Assortment. A special bulletin L-1472A, descriptive of the "Grab Bag" tool assortment, is announced. Listed as Item No. 3559, the "bag" contains 102 popular-sized, best-selling tools, with suggested retail price of 49 cents per tool. Vichek Tool Co., 3001 East 87th St., Cleveland 4, Ohio.

323 Water Pumps and Sump Pumps. Complete ad mat literature, envelope stuffers, posters and catalog pages are offered. Includes sump pumps, shallow jets, convertible jets and deepwell jets. Descriptive catalogs available on request. Wayne Home Equipment Co., Inc., 801 Glasgow Ave., Fort Wayne, Ind.

324 Drapery Hardware. Catalog No. 108 consists of 48 pages in four colors and illustrates the company's complete line of drapery hardware with full product description and other pertinent information. Stanley-Judd, Dept. P. D., Wallingford, Conn.

325 Air Pistols, Dart Games, and Accessories. The company's product catalog for 1960 features the Marksman 20 Shot BB Repeater that shoots pellets, BB's, and darts. The catalog is in color and is fully illustrated, presents entire line of products. Marksman Products, 2101 So. Barrington, Los Angeles 25, Calif.

color insert featuring the "Big 3"—a new series of baits—is the special attraction of the company's colorful 64-page Deluxe Catalog which is now available. In addition to "what's new," the catalog contains fishing tips, special features, world records, and a section devoted to illustrating America's most popular sports fishes.

James Heddon's Sons, Dowagiac,

327 Store Equipment. Each item from ticket holders to a complete merchandising unit is fully illustrated and described in a catalog which contains much information on store merchandising equipment. Reeve Co., 9249 E. Bermudez St., Pico Rivera, Calif.

328 Ornamental Iron. Brochure illustrates three distinctive lines of TFC Ornamental Metal Grillework—adjustable columns and railings, fittings and accessories. The lines are Budget, Pace - Setter, and Imperial and are styled to excite buying action at any price level. Tennessee Fabricating Co., 1490 Grimes St., Memphis 6, Tenn.

329 Dardevle Lures. The 1960 catalog provides a source for selecting size, weight, color, and pattern of Dardevles. It includes a full color selector backed with a cross-reference information table. Full information by size group or individual lures is shown throughout the book with further cross referencing to the color selector. Also included is a section called Dardevle Talks, containing "how to" information, fishing tips,



A GEM DANDY CHURN MAKES AN IDEAL CHRISTMAS GIFT

Charlie Rew says:

"No farm home is complete without a Gem Dandy Electric Butter Churn. It's an ideal Christmas present for newly married farm couples, mothers of farm families, retired farm owners, in fact for any home with one or more cows.

There's always an increase in sales of Gem Dandy Churns just before Christmas. They give hardware dealers a better margin of profit than most items and are easy to sell because they are nationally advertised. Be sure you have enough on hand for Christmas sales."

Send for Distributor price list and get your order in right away

DeLuxe-Redmond Special (without Jar)...\$18.63 (Suggested retail \$27.95) Standard-Redmond Special (without Jar)...\$16.77 (Suggested retail \$23.95) S-Gal. Duraglas Jar in separate carton...\$3.72 (Suggested retail \$5.95) Model 4 Qt. DeLuxe Jr. (including Jar)...\$14.63 (Suggested retail \$21.95)

Send your order in today.

ALABAMA MANUFACTURING CO., Dept. SH - Birmingham, Alabama

GEM DAND

etc. Lou J. Eppinger Manufacturing Co., 6340 Schaefer Hwy., Dearborn 3, Mich.

330 Sprayers. A 24-page catalog, U-60, illustrates the complete line of sprayers, dusters, and allied products, including five pages devoted to the Stroll'n Spray Compressed Air Series. Dimensions, specifications, and shipping information are indicated for each product. Universal Metal Products Co., Saranac, Mich.

331 Fishing Lines, Rope. In addition to complete sections on monofilament, casting, surf - squidding trolling and fly line brands, and accessory products, the color catalog for 1960 devotes two full pages to the new line of braided polyethylene ropes. Sunset Fishing Lines, Petaluma, Calif.

342 Woodblend Putty Pencils. A 4-page folder describing Magic Woodblend Putty Pencils contains color samples of the 12 Woodblend shades. It explains how these can be rubbed over any type of wood to conceal nail holes and surface defects. Magic Iron Cement Co., 5403 Bower Ave., Cleveland 27, Ohio.

343 Tool Displays. A 4-page, 2-color leaflet lists and illustrates 18 displays, containing 152 tools. All tools meet basic NRHA Turnover Handbook requirements. Displays feature assortments of wrenches, hammers, screw drivers, pliers, etc. Bulletin L-1611A. Vlchek Tool Co., 3001 East 87th St., Cleveland 4, Ohio.

344 Measuring Tapes. A 10-page, colorful catalog contains detailed information and illustrations of the complete line of precision measuring tapes and specialty items. Modern merchandising aids available on all items. Atlantic Industrial Corp., 91 W. Runyon St., Newark, N. J.

368 Abrasive Compounds. Background information and general data on uses of abrasive compounds in factories or home shops are given in an available booklet. The booklet contains 16 pages of rules and applications of both hand and machine lapping practice. There is a special section on valve grinding and cylinder lapping. Clover Manufacturing Co., Norwalk, Conn.

369 Tool Merchandisers. Produced in loose-leaf form to facilitate periodic revision, Merchandiser Catalog AD-6027 illustrates and completely describes Proto's merchandising displays. Fifty Wall Panel Merchandisers, each displaying an approved family of tools, are includ-



... the very first words as your customer walks in looking for any conceivable type of bolt, nut or screw. There are probably more types, sizes, shapes and finishes in bolts, nuts and screws than in any other line you carry.

. . . and your customer expects you to have just exactly what he has in his hand because he knows yours is the place to find it.

... and Screw and Bolt is the line you can turn to. You know that's where YOU can find it. It's America's most complete line of bolts, nuts and screws. There's no reason for you to carry any other line. More and more distributors are switching to the Screw and Bolt line.

Mark the "Screw and Bolt" line in your want book today...satisfy your customer when he says "I want some of these..."

SCREW AND BOLT CORPORATION OF AMERICA

P. O. Box 1708 . Pittsburgh 30, Pennsylvania

DIVISIONS: Pittsburgh • Gary • Southington Hardware • American Equipment

AMERICA'S MOST COMPLETE LINE OF INDUSTRIAL FASTENER .

ed. Also, there are six rotary merchandisers and two standing displays. Catalog AD-6027 is Universal-Kalamazoo punched with coded page numbers. Proto Tool Co., Los Angeles, Calif.

370 Fishing Reels and Handbook. A full-color catalog contains complete descriptions and illustrations of Bronson's 1961 line of spinning, spin casting, bait casting and fly reels. A complimentary copy of the revised Bronson Fishing Handbook, also in full color, is sent along with the catalog. Bronson Reel Co., Bron-

son, Mich.

371 Fishing Tackle Price List. Shakespeare's 1961 Illustrated Price List describes and illustrates its complete line of reels, Wonderods, lines and accessories for every type of fishing. It is a comprehensive 39-page saddle-stitched 8½ x 11-inch printed piece. The center spread is utilized to carry a colorful 12-page trade ad "Printaculur" which was used in trade advertising to introduce a host of new items in the line. Shakespeare Co., Kalamazoo, Mich.

volves a special kind of talent and skill if it is to pay off in sales.

Ashby adds quite a bit of volume to his Yuletide sales by his layaway plan. He begins promoting it in September and the idea finds an increasing appeal into December.

"The average layaway purchase at my store gets a down payment of 25 percent," he says. "However, there are occasions when we will set aside a gift item with no down payment at all for customers whose credit is good as gold. We have a layaway table upstairs where each selected layaway is held until taken up."

The Ashby Christmas trade is promoted by newspaper ads, radio spots, and direct mail. Ashby finds the direct mail approach the most effective advertising. He works most of this through the cooperative plan offered by factories and distributors. He himself composes the letter that is to go out on the promotion of any given item in order to give it the local application that makes it appealing to his area. He furnishes the factory or wholesaler the mailing list and is thus spared the clerical task of doing his own mailing. Each letter

A Gift and Toyland Dream

(Continued from page 38)

At Christmas Ashby finds it wise to concentrate on the gift idea not only for toys but for everything else that can be given a gift status. During the four to six weeks immediately preceding the important day the entire store looks like a Santa Claus wonderland. There may be a multi-tiered table across the front center loaded with electric toasters, percolators, fry pans and related articles. The next table may display toys

for youngsters up to three or four years old. Another table, also in parallel formation, may have knock-down kit boxes of ships, guided missiles, planes, autos and other vehicles that older youngsters have found a fascinating hobby. A high wide shelf on the side wall displays the bicycles, velocipedes, scooters, etc. Since bicycles are a favored gift item, a few are kept in a sidewalk display.

It goes without saying that an eye-catching display on each table, shelf, window, and balcony in-

Featuring an assortment of blades that fit most sabre saws, Forsberg's attractive, 2 color metal display stand is designed to boost sales. 22" wide, 11" high, it is suitable for standing on a counter or mounting on a peg board. Completely assembled, ready for mounting blade cards on hooks. Blades are made of finest quality steel—color coded for quick identification. Order the G-3000 today from your distributor.

NEW G-3000 SABRE SAW BLADE DISPLAY STAND

Torsberg BLADE HEADQUARTERS FOR ALL MAKES OF SABER SAWS BUY FORSBERG TIME-TESTED TOOLS AND BE SURE BLADES BLADES

is the next thing to being personal and carries a direct message almost like direct selling.

Another gimmick used by the store is the donation at intervals of a brand new automobile. Three other stores in town share with Ashby the cost of this big lucky name gift and each store gives tickets with purchases. The three cooperating stores are a jewelry store, dry goods, and drugstore.

"This promotional scheme has not only created many new sales and brought in some new customers," Ashby said, "but it has been a great help in collecting old accounts. Every cash dollar spent for the purchase of merchandise entitles the purchaser to another ticket. By the same token, every dollar paid on old accounts secures a ticket chance. It has been a great incentive to pay up."

The H. S. Ashby Hardware store is located on the public square at Fayetteville where pedestrian and sidewalk traffic is heavy. While a reasonable and profitable price on each gift is essential, Ashby says a tasty, eye-appealing display is more important than price. With women as the chief buyers, Mrs. Anderson knows how to arrange these gifts for the strongest feminine appeal.

Paint Sales Doubled Under New Sales Tactics

(Continued from page 51)

store decoration.

Paints occupy one long wall section behind housewares, extending to the extremely attractive linoleum display at the back of the display floor. Paint brushes and other accessories for a good paint job also show up attractively.

Cleaning items and supplies have logical display in the paint department. Racks of brooms and mops tempt the conscientious housekeeper to buy good cleaning equipment.

When a man comes in to buy paint, he is seldom interested in housecleaning supplies. But a large majority of women paint customers readily accept a suggestion to buy a second item.

When Stouts supplies names to the paint manufacturer for direct mailings, he picks some from his rural list, some from the city list. Farmers are more paint conscious than ever before, he maintains. There was a time when they were interested mainly in exterior paints for house, barn, and fences. Now the farm housewife, who has learned to apply the easy-to-use latex base paints and the quickdrying enamels, is a very profitable customer.

In the enlarged housewares department, kitchen ranges and space heaters are given the room that Stouts maintains they need for display and demonstration. He calls this one of his most profitable lines. Ranges have the spotlight every month in the year. Both electric and gas models are shown. The saleslady, who heads the housewares department, is skilled

in demonstrating both models.

"Since we now have ranges and heaters out on the floor where they can be seen in variety," Stouts revealed, "volume has grown considerably. Women can't resist a sparkling new stove or heater. When we put out our heater display in August we try to impress women with the variety we carry. Women like to have a selection when they buy. They might come in here with something definite in mind, but even then they enjoy making a comparison with other models we show."



For there's an active and stable market for Gold Medal Seine Twines. Made in Cotton, Continuous Filament Nylon and Nyak . . . famous among fishermen for everything wanted in a seine twine: great strength, uniformity, and workability. Attractively packaged for effective display.



COMING UP FAST!

NYAK Seine Twine offers all the big advantages of Nylon at a saving.

Order From Your Jobber

THE LINEN THREAD CO., INC.

BLUE MOUNTAIN, ALABAMA

Makers of Quality Twines Since 1784

Newspaper advertising is used for stoves and heaters and for general housewares. A two- or three-inch insertion is used regularly. When something special is advertised, or when a gift season approaches, such as Mother's Day or Father's Day, larger insertions are used.

Some of the housewares advertising reminds people that every month is Anniversary Month. Birthdays and wedding anniversaries go around the calendar. Stouts sells numerous gifts from housewares for these occasions because he makes suggestions in his advertising and in his display windows.

One of the windows is usually devoted to large seasonal items, the other to smaller housewares or paints. At canning time the housewares window is filled with everything needed for preserving food by canning or freezing.

One recent successful window showed a variety of pressure cookers and saucepans, with a reminder that repair service could be had through the store. Another window concentrated on coffee makers. Getting the wide variety of units in one display surprised even the owner and his assistants.

It was revealing to see how many different sorts were offered.

"Picking out specific housewares for display and promotion is educational for us," the owner said. "When we call the housewife's attention to an attractive line or group of items, we renew our own enthusiasm. And that counts in extra sales."

Windows are changed completely every two weeks, with minor changes made in the interval. Props are versatile. One of the favorite for showing a variety of small housewares or cans of paint is made up of shelving supported by iron pipe. Filled with housewares or paints, and brightened with clean manufacturers' signs, the display always stops women. And many of them come in to buy.

Profits from Rentals

(Continued from page 52)

machines and they required repairs, I sent them out to a repair shop which charged me \$4.50 an hour. Rentals obviously would not pay off at that rate. Being me-

chanically inclined with experience in the automobile engine, I began knocking down some of these machines myself, cleaning, lubricating and overhauling them," Herrmann stated, and today he carries a parts replacement stock for equipment of \$200. "I learned that if we could keep maintenance and repair costs down, rentals would be more profitable through keeping machines circulating. With good maintenance a machine can last many years and still function in excellent condition.

"Good maintenance means that you can add to your fleet of equipment and thus increase your stock, without having to replace. Good maintenance on an increasing stock of durable machines in clean and dependable condition means a livelier rental activity."

All procedures on rentals have grown out of Herrmann's 20 years of experience with rentals.

First, he advises, rent to no one unless you have checked car tags. It is not enough to check a driver's license. Make certain that the car registration cards tally with the license tag numbers insisting that the customer drive his car around the front or rear of the store to



#7200

DIMENSIONS: 18¼" long, 8½" deep, 9½" wide. Weight under 5 lbs. Color and finish pebbled green throughout. Made of miracle Hercules Polypropylene.

DEALERS: Write today for FREE LITERATURE on the complete Plano line. You'll find your "best buy" is Plano, the original manufacturers of plastic tackle boxes.

PLANO MOLDING COMPANY

PLANO 10, ILLINOIS

pick up the equipment. Let no one push equipment out of your store to a car parked indefinitely down the street or where there is no car at all.

Second, be sure your rental contract form spells out specifically responsibility of the customer in the event of breakage, damage, disappearance of parts, etc. Carefully note the date it was taken, date it is due back, amount of deposit, number of machine, type of machine, and make sure your customer has read and understood his responsibility. Made out in original and one carbon copy, the rental contract signed by the customer is placed on file in the store, with a duplicate customer's copy taken with the equipment.

With every rental there should be a checkup before the piece goes out, and a clear understanding of how the machine operates. Herrmann spends 10 to 15 minutes on demonstrations and then has the customer operate the machine

under his supervision. "You call to the customer's attention that the machine is operating properly, that there's nothing defective, and that it will be checked again when it is returned," he added. "When a machine is returned broken or damaged, I feel pretty sure in most cases that it is accidental.

"A hand sander is dropped or a machine is bumped into the wall. In many cases customers will at first deny that they damaged the machine, but with explanation that a handle has to be welded onto the machine where it has been damaged loose, and this may mean a complete disassembling which involves costly labor, you may recover about one-half to twothirds."

Herrmann thinks it important to get a deposit, and depending on the equipment, a deposit may vary from \$5 - \$20. Though this amount does not at all cover the cost of the equipment, the deposit restrains customers from misuse or abuse of equipment since they wish to recover as much cash balance of deposit after charges have been taken off. He calls customers by telephone when there is failure to return equipment on time.

Another caution Herrmann has to offer hardware dealers is to rent by the day, not by the hour. When machines are rented by the hour, Herrmann finds, they come back in poorer condition than when rented by the day. The machines are worked too hard to Hardware people appreciate the fact that...



PROTECTS PROFITS 10 wholesalers and retailers alike, CLARK offers such "profit-protecting"

features as: BURR FREE THREADS-Fasteners that are faster and safer to use . . .a speed

and safety that customers appreciate.

SUPERIOR PACKAGING - Individual, heavy weight cartons, clearly labeled and color coded for instant identification. Simpler to sell . . . a snap to inventory. UNIFORMITY-Quality that customers can rely on-in fasteners consistently

Despite these-and many other-points of superiority, CLARK fasteners are competitively priced.

> For information on the complete CLARK line of quality fasteners, request full line catalog and price list.



CLARK BROS. BOLT CO.

MILLDALE CONNECTICUT complete a job in short time, and sometimes at a period of a day interfering with other household routine. Not used at the most convenient hour, the equipment takes a beating.

With each rental that has accessories, ABC Hardware provides a kit about three inches deep and 24 inches long. A sander kit will include cable, screwdriver, socket wrench, fuses, sandpaper, and each item is listed by name, size or grade, with price. When the rented item is returned, the items used from the kit are charged to the customer who knows from listed prices exactly what will be due.

"This idea of the kit is my own. It keeps tabs for us on what goes out, what is due in, and also holds the customer accountable for what he has used. Both customer and dealer find the kit very satisfactory," Herrmann added, indicating that waxers, edgers, belt sanders have their own kits.

ABC Hardware keeps very detailed listings of each rental item, describing it, numbering it and painting the number on the item itself, where it was bought, when, how much it cost, every repair cost including lubrications, cleanings, repairs and parts that went

into it, the rental activity on it and receipts. This is for tax purposes, and computing depreciation.

"Good maintenance can keep good equipment running 15 years or longer. One of our 15-year-old waxers is in better condition than a 2-year-old one. It depends on the handling the individual piece gets. We do not try to sell any of our rental items unless a customer wants it very much. Waxers, belt sanders sell well. Floor sanders do not sell at all. Occasionally someone wants to buy a power mower," Herrmann continued.

A power mower that has been very active in rentals may sell for one-half its cost, according to Herrmann.

Herrmann indicated that experience has taught him to buy equipment for rentals from one manufacturer. The few items in his stock that do not come from this manufacturer are not on their list of products.

"Before I put in any equipment, I studied the market and inquired about among dealers and suppliers about durability and dependability of items. I tried the equipment, found it standing up very well under the hard wear of rentals, and now get all my equipment

from this one manufacturer," he explained. "Furthermore, this manufacturer has a factory branch locally so it is easy to get parts quickly. If you've got to wait for parts, it means tying up equipment and losing money. Or if an item is discontinued and you cannot get parts, you suffer another setback."

Rental items get a yearly overhaul. As long as an item is operating normally, nothing but cleaning and lubrication are done to it. Varsol is used in cleaning brushes and an air gun dries bristles. Rentals bring a good volume in wax, sealers, plastic wood fillers, crack fillers, shellac and varnishes. Rentals are also good traffic builders for sales in all departments.

"Business in rentals may fall off somewhat in January and February, and start up vigorously in March as households start their spring cleaning, but we advertise our rentals weekly in the neighborhood newspaper throughout the year. July and August business may fall off somewhat due to the heat," he continued.

Advertising of rentals is also done in the yellow classified telephone directory.



Renting equipment largely to homeowners, Herrmann cautioned dealers against real estate agencies using this service. They are very hard on equipment. He also warned against taking checks on rentals.

"I have discussed rentals with many hardware dealers and it surprises me when they frequently tell me they do not require deposits. A deposit makes people handle your equipment more carefully because they want their full deposit back. I have tried both methods and watched results."

In the 21 years of rentals of ABC Hardware there have been only three losses: a paint sprayer, waxer, and edger. In each case false credentials had been presented.

The rental department occupies an area 15 feet long by five feet wide. A shop with workbench is located at the rear of the store.

Exclusive Product Competitors Can't Offer

(Continued from page 60)

"Train your store personnel to assist and advise customers at all times," he urged. "They come to us for information and service just as much as for merchandise. If a customer desires, we certainly want him to shop for himself. But a hardware store can never go self-service all the way. If it does, it loses its true identity as a hardware store."

Walt Gallagher Wins Weekend in New Orleans

WALT GALLAGHER, of Corpus Christi Hardware Co., was awarded a weekend in New Orleans as winner of the "Top Sellers Event" promoted by General Electric Portable Appliance's Southwest Division. Gallagher was selected for his outstanding work in conducting dealer open house activities in many towns, activating retailer promotions, demonstrations, sales meetings, etc. as well as realization of sales objectives established by his sales manager.

Liberty Distributors Offer Christmas Catalog

A DIRECT-MAIL catalog is being made available this Christmas season to independent hardware and housewares retailers at a cost of less than \$30 per thousand, individually imprinted with the retailer's name for personalization, according to an announcement made by Liberty Distributors, 4300 N. 5th St., Philadelphia 40, Pa

The 16-page gravure-type catalog contains less than 100 items—all of them especially selected from among the nation's best-known brand names and representing the items which consumers consistently rate as "first-selec-

tions" as gifts.

Housewares, sporting goods, tools and other homeware are included, everything except toys. Two coupon specials spark special traffic-building interest, along with nearly two dozen "specials" to entice traffic further.

A store display kit in red and green, containing more than 400 pieces, is available for approximately \$5.95. The kit has been designed so that it will complement a retailer's own permanent store decorative Christmas material.



Traditional Swedish Craftsmanship

OTHER PRODUCTS SANDVIK OFFERS

HAND SAWS FILES CHISELS PLIERS SCYTHES

... all made from the finest Swedish Steel! ... is built into every fine Sandvik buck saw. "Hard Point" patented blade of Sandvik Swedish Steel, recognized the world over for its exceptional cutting qualities.

Recommend, stock and display Sandvik buck saws, because when you offer Sandvik you are offering the best,

Sandvik STEEL INC.

Saw & Tool Division 1702 NEVING ROAD, FAIR LAWN, N.J.

4917

DEALER SALES AIDS

For more information on these sales aids use the free post card on page 65

Pin Up Hooks Fixture

The 1961 Pin Up Hook line of The Kerr Wire Products Co., 933 North Cicero Ave., Chicago 51, Ill., features new display and new packaging. These carded and pre-priced hooks come in a 3-color package designed for increased impulse sales.

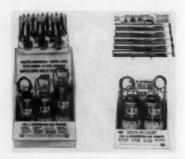


The new store display is actually a full-fledged store fixture, made with tubular steel construction, and is sturdy and durable. It is available free with the purchase of the Kerr #D-50 Pin Up Hook Assortment; dealer cost, \$79.80. For more information—

Write in No. Al on card, Pg. 65

Sprayer Displays

For the 1961 season, Root-Lowell Corp., 445 N. Lake Shore Dr., Chicago 11, Ill., has introduced four floor and counter displays. The shocking pink displays are designed to set off the company's newly designed line of sprayers and dusters.

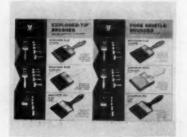


The display units feature helpful selling copy and are designed to be used individually or combined. Displays double as shipping containers and are sent free to retailers. For more information—

Write in No. A2 on card, Pg. 65

Paint Brush Dispensers

The "Monogram" program currently being announced to the trade by The Wooster Brush Co., Wooster, Ohio, is said to offer a 37.5% reduction in the number of brush sizes required to cover the home market. Additionally, the color coding of handles for "Fine", "Careful", and "Casual" painting makes the buying, stocking,



and selling of as many as six complete lines of brushes as easy as red, white, and blue, the company states.

Special "Monogram" display-dispensers, designed to facilitate consumer selection, are offered at no extra cost with six sales-balanced assortments of Bristle and Exploded-Tip® Brushes. For more information—

Write in No. A3 on card, Pg. 65

Lockset Special Offer

The Lockwood Hardware Manufacturing Co., Fitchburg, Mass., is kicking off a big Seasonal Fix-up Promotion featuring a new lockset mount display called the "Compact." Size of the "Compact" display is 10" x 13"



The dealer's Seasonal Fix-up Promotion package contains the hard-wood "Compact" mount and two 5½" solid brass trim plates—all free, with the purchase of 10 or more entry locksets.

Three locksets come already installed on the mount.

The locksmith or dealer may select the back up stock from the Lockwood Line "R" Series entry locksets which retail in the \$6 to \$10 range. For more information—

Write in No. A4 on card, Pg. 65

Gloves and Rack Deal

In a move planned for retailer convenience, Brookville Glove Co., Brookville, Pa., announces a new rack deal. From six Brookville Glove styles, retailers may now select four dozen gloves in any style they wish. These are added to two dozen Soft



Touch Gloves for women, and factory loaded on a free rack, and packed with a colorful display card.

The prepriced gloves may range in price from 59¢ to \$1.19.

Four of the six glove styles are new. The company is introducing two new "House 'N Hobby" models, for men and women. They feature corduroy backs and vinyl-impregnated flannel palms. To simplify stock problems, one color combination and one size is offered in each model.

The men's and women's "Hoe 'N Home" fabric gloves have been restyled also. The women's model has a green leaf pattern, and is washable, sanforized, and colorfast. The men's green and gold model boasts a new "easy-on, easy-off" design. For more information—

Write in No. A5 on card, Pg. 65

PRINTED HELPS and other sales aids

Weber Tackle Co., Stevens Point, Wis., offers a wide variety of permanent metal displays in addition to many sturdy display panels of heavy cardboard. All are furnished free

with standard assortments of tackle items and a number of them may be purchased empty at a nominal cost. The Perma-Pak Crawler rack displays nine dozen 6" crawlers in assorted colors, three crawlers in each of the 36 aluminum trays with plastic sleeves (Assortment No. LC9). The No. RRM "Squirrel Cage" revolving rack has a screen of 14" wire mesh on five sides; capacity one to three gross of spoons, spinning lures, etc. Stren level leader packs and knotless tapered leaders are displayed in a six-dozen metal unit available through Weber, one of the 10 authorized Stren agents. Metal displays for flies, loose hooks, treble hooks snelled hooks and many other tackle items continue to be available. For more information-

Write in No. A6 on card, Pg. 65

Columbian Rope Co., Auburn, N. Y., has available for dealers several rope merchandisers, available through wholesalers. Merchandiser No. 57 holds six full reels, or six full cartons of rope, two of which may be the 100# size; will hold either cartons or reels or any combination of both; rope is fed through guides to a measuring device and cutter. The "Pick-Me-Up" holds individually wrapped 50' and 100' coils of 14", 36", and 142" dia. Manila Rope; free with initial order of approximately 100 lbs. of rope which stocks it; all



WHY THIS SYMBOL MEANS MORE PROFITS FOR YOU



This symbol of quality means all Arbogast lures are action tested under every fishing condition. Customers recognize it as the mark of baits that catch more fish. That's why Arbogast is America's top selling line of baits.





NEW! ULTRA LIGHT JITTERBUG® Selling Features: Newest, lightest member of Jitterbug Family. Weighs only 1/2 oz. Has exact action and same fish-catching habits of larger models. Packed 12 to display card. 8 colors. Retail \$1.10.



HULA POPPER®—Selling Features: Can be popped, plunked, twitched on surface with equal effectiveness. Used properly, causes little disturbance; ideal for spooky fish. Hula Skirt squirms to give "live" action. Packed 6 to carton. 1, 14 oz. 8 colors. Retail \$1.35.



BOTTOM BUMPER®—Selling Features: Designed to sink properly to avoid hangups. Weedguards make this jig effective anywhere. Hook rides up. Choice of floating worm or eel tail, with permanent, fish attracting odor. Packed 12 on display card. 36, 34 oz. Red or Black. Retail 754.

Full Color, Full Page Ads in top national outdoor magazines make Arbogast America's top-selling, top-advertised line of lures.

SEE YOUR JOBBER TODAY!

Write for FREE CATALOG on ARBOGAST "BAIT OF CHAMPIONS"

FRED ARBOGAST COMPANY, INC.

313 West North Street, Akron 3, Ohio

metal and mounted on casters; dimensions, 22" x 22" x 451/2". Made of heavy gauge wire and designed to display rope in cartons (Colpacks), the Colpack Rope Rack holds one Colpack 25, two Colpack 50's and Water-Ski ropes, rope in small coils, or twine items on the top shelf. Or if desired, the small rack holding three 9" reels of Nylon or Polyethylene Rope may be displayed on this shelf; requires only 20" x 30" floor space. Columbian has a small display rack which holds three 9" reels of "Stabilized" Filament Nylon Rope 14", 34", 14" diameters; or High Tenacity Polyethylene Rope, 1/4" and 36" diameters. Delivered free with three-reel order for either rope. For shelf or counter display and for use with Pick-Me-Up or Colpack Rope Rack. Also available is a standard assortment of window display material including ship cutouts, samples of Manila and sisal fibre, folders and pamphlets, and a colorful dealer sign. Various counter display cartons of jute twine, Mason's line, and Christmas twine are also available. For more information-

Write in No. A7 on card, Pg. 65

Republic Steel Corp., 1441 Republic Bldg., Cleveland 1, Ohio, offers the Blue Ridge Roofing 15-piece kit for dealers which contains dealer information and sales guide folder, newspaper ad mat sheets, publicity release, catalog sheets, radio spots, and full-size samples of window banner, hanger or counter card, and consumer folders for Blue Ridge and other Republic form products. If dealer wants ad mats, or sales material in bulk, the kit includes a postage-paid order card. For more information—

Write in No. A8 on card, Pg. 65

Lazy Boy Lawn Mower Co., Inc., 1315 West 8th St., Kansas City, Mo., offers to dealers without charge mailing pieces and ad mats on all mower models. For more information—

Write in No. A9 on card, Pg. 65

The Irwin Auger Bit Co., Wilmington, Ohio, offers to dealers free metal display merchandisers with the following assortments. No. M-62T contains metal wall merchandiser and 13 bit assortments of the Irwin Sellopaked 62T Bits, one of each size 4/16" through 16/16". No. M-88 contains metal wall merchandiser and 20 bit assortment of the Irwin Sellopaked Speedbor "88" Wood Bits for electric drill, two each of even sizes and one each of odd sizes 1/4" to 1". No. 430 contains metal wall merchandiser with assortment of 30 amber plastic handle screwdrivers in the five most popular sizes. All displays have colorful baked enamel finish and fit in a minimum of space. A booklet on the selection, use and care of bits, and a variety of envelope stuffers are also available. For more information-

Write in No. Al0 on card, Pg. 65



aluminum bell, with satin black ship's wheel bracket.



BARBECUE BELL Good luck horseshoe bracket, polished aluminum bell with a clear, lasting tone.



PATIO-GARDEN BELL

Beautiful, fully polished brass bell ... a big seller everywhere, anytime.

- · Complete Line · High Profit
 - · Big Volume

Display packaged, full price range, on all year 'round sellers. Perfect for a hundred uses at home or away ...a big gift item.

Send for the Bevin Catalog



John H. Graham & Co. Inc. 105 Duane Street, New York 8, N. Y.



- LIGHTER WEIGHT
- . LOWER HEEL AND TOE for surer footing
- NARROW CREASE assures firm clinch (of utmost importance!)
- · Precision-made from the best quality CARBON STEEL for longer wearing



The Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers dealers a wide assortment of sales aids, including a retailer consultant service and assistance from fishing experts who set up in-store demonstrations and lectures. Merchandising aids include the Mitchell Counter Card, diecut for holding a Mitchell reel and one spool of Platyl: display stand for Mitchell reels; an Abu Reflex transparent window streamer; an in-store streamer illustrating Six Steps to Successful Spin Casting; large and small size streamers featuring Mitchell reels; instruction manuals for all reels; with complete parts diagrams; and others. For more information— Write in No. All on card, Pg. 65

The Reichert Float & Manufacturing Co., 2250 Smead Ave., Toledo 6, Ohio, offers envelope stuffers, package inserts, and newspaper ad mats to assist dealers in promoting its line of rubber tank balls and guaranteed leak-proof copper and plastic floats. For more information-

Write in No. Al2 on card, Pg. 65

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E' Hand Warmers Included is a cardboard counter display, a window streamer and a dealer's return order post card for addi-tional material. Four-color, self-ad-hering clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available. For more information-

Write in No. A13 on card, Pg. 65

Rubbermaid, Inc., Wooster, Ohio, offers the following merchandising units. Display #0816; a dispensing unit for Shelf-Kushion, which comes in 45 rolls; free with purchase of a merchandise assortment of four rolls each of #1653 wall cabinet Shelf-Kushion and four rolls of #1644 base cabinet Shelf-Kushion. #0888 Bath Display: solid frame of square metal tubing finished in neutral blue enamel; composition board shelves and backing in oatmeal finish, harmonizing blue; available at \$12.50 net, shipped prepaid. #0877 Plastics Display: displays odd-shaped products; available at \$20 net; shipped prepaid. #0837 Door Mat Wheeler; portable merchandising fixture sells complete door mat line; available through wholesaler only, not drop shipped; cost is \$6.98 with one #1411 door mat (Value \$6.98) free. For more information-

Write in No. Al4 on card, Pg. 65

Carolina Washboard Co., Raleigh, N. C., offers a plastic display which contains: 11 doz. Carolina Floats, assorted 1 doz. #3 Floats and 2 doz. of each of the other five sizes. Price: \$13.30. For more information-

Write in No. Al5 on card, Pg. 65

Molly Corp., Reading, Pa., has available for dealers: metal mer-



Liberty's

BARGAIN MONTH

EVERY MONTH You'll have a "RED HOT" Traffic Building Item

YOUR LIBERTY DISTRIBUTOR CAN FURNISH WINDOW BANNERS PENNANTS-SHOWCARDS AD MATS, ETC.

FOR DETAILS... ASK YOUR LIBERTY DISTRIBUTOR

Or write

R. C. VEREEN

Managing Director

Liberty Distributors Box 95 Phila., Pa. chandiser #612 containing 600 screw anchors and 12 utility plugs; cardboard counter display #200 containing 200 screw anchors; cardboard display #225 containing 225 jack nuts; screw anchors, jack nuts, and picture hooks on individual cards for self-service use or Pegboard display; 2-color leaflets on screw anchors, jack nuts, utility plugs, hi-speed installers; 3-color, 21" x 9" window streamer featuring screw anchors; and newspaper mats. For more information—

Write in No. Al6 on card, Pg. 65

Moto-Mower, Inc., Richmond, Ind., offers its dealers a complete merchandising package. Included are window display materials, store banners and streamers, point-of-sale materials, and colorful handle cards. In addition, a strong local advertising program including 50-50 cooperative advertising is offered. For more information—

Write in No. Al7 on card, Pg. 65

Jackson Manufacturing Co., Harrisburg, Pa., has available the following sales aids; circular on home and garden equipment line; 8½" x 11" page describing wheelbarrows, lawn rollers, garden carts, and lawn spreaders; single-column newspaper mats illustrating any one of the garden equipment line. For more information—

Write in No. A18 on card, Pg. 65

Columbus Plastic Products. Inc., Columbus, Ohio, offers a series of ad material to merchandise its Lustro-Ware plastic housewares. Ads are illustrated, same size, on a 12-page newsprint folder. The mat service folder includes over 75 ads ranging from small one-column drop-in spots one and two inches deep to

larger 2-, 3-, 4- and 5-column display ads. Individual reproductions of over 200 items in the Lustro-Ware line are supplied also in mat or reproductive proof form for special promotional use. All materials, mats of ads, etc., along with point-of-purchase display material, are supplied free. For more information—

Write in No. Als on card, Pg. 65

Moore Push-Pin Co., 113-25 Berkley St., Philadelphia 44, Pa., offers a counter display stand, the Moore 720B, which holds 72 "serve-yourself" window packets of Moore picture hangers. All metal, the revolving display is 10¾" high with a 9" diameter base. For more information—

Write in No. A20 on card, Pg. 65

Champion DeArment Tool Co., Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display tool rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include #31 which is designed as a permanent display. The 31 different pliers are fastened on the board which is 34" plywood, measuring 24" x 30". Dsplay boards #69, #96, and #93, of the same size, are dispensing boards containing selected assortments of the complete line of pliers. A new program includes peg board displays available in 12" x 24" and 24" x 24" panels both dispensing and permanent type of displays which can be made up in 48 different assortments or in special assortments according to the distributor's wishes. These panels can be hung up, can be easeled, can be arranged in a back to back display (two panels) or in the case of the 12" x 24" panels

they are also available in three-sided and four-sided rotators. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A colorful display featuring four Electronics Pliers is also offered free. For more information—

Write in No. A21 on card, Pg. 65

G. N. Coughlan Co., 29 Spring St., West Orange, N. J., has a cooperative advertising arrangement wherein the manufacturer pays 50% of a dealer's cost (up to \$5.00 as manufacturer's maximum share of each ad) on any ad placed by a dealer on any of manufacturer's line of household chemicals. For cash refund of manufacturer's share of each ad cost, the dealer sends tear sheet and invoice from the newspaper to manufacturer within 30 days after insertion. Mats are furnished free upon request. Also available are counter cards and window streamers. For more information-

Write in No. A22 on card, Pg. 65

Stanley Hardware, division of The Stanley Works of New Britain, Conn., has developed a Hardware Center for the retailer which offers basic stock selection, positive inventory control, and organized visual display. A total of 174 fast-selling items were selected and mass merchandised in 22 product related groups. The basic selection is compatible with the NRHA Turnover Handbook. All items are visually packaged. Wire display racks organize the products into related groups. Group header signs identify each product group. Inventory control cards are supplied for visual

This point of sale selling aid on every



BROOM RAKE

helps you make more sales.

ORDER FROM YOUR JOBBER



WIRE PRODUCTS COMPANY

2701 NORTH 24th STREET, BIRMINGHAM, ALABAMA

Member: American Hardware Manufacturers Association



stock control. A merchandising manual, installation instructions, and complete promotion kit are supplied with the sale of any 11 groups. For more information-

Write in No. A23 on card, Pg. 65

Bridgeport Fabrics, Inc., Bridgeport, Conn., offers free of charge a window streamer featuring Inner-Seal, extruded rubber garage door weatherstrip. The streamer, which is hung vertically, measures 81/2" x 17" and is black, yellow, and white. For more information-

Write in No. A24 on card, Pg. 65

Lamson & Sessions Co., 5000 Tiedeman Rd., Cleveland 9, Ohio, makes available to dealers a colorful flexible bolt display, the stand of which is 54" high, 24" wide, and 24" deep. Display trays are 14" deep, 23" wide, and 9" high, and provide an eyecatching setting for the company's "Brite-Plated" bolts, nuts, and screws. For more information-

Write in No. A25 on card, Pg. 65

Chas. O. Larson Co., P. O. Box 358, Sterling, Ill., manufacturers of wire goods, wire specialties and hardware construction sets consisting of seven styles of saw horse brackets and eight styles of folding table leg brackets for the do-it-yourself trade, has available for dealers envelope stuffers which may be obtained in moderate quantities without charge upon request. A silent salesman wire display rack is available without charge in a choice of two balanced assortments of four construction sets. Counter models for three styles of saw horse brackets and three styles of folding leg brackets are available without charge under certain conditions through wholesalers. For more information-

Write in No. A26 on card, Pg. 65

The Edwin H. Fitler Co., Philadelphia 24, Pa., offers the following sales aids: (1) Octagonal Display and Dispenser Boxes for 3/16" dia. up to and including 3/4" dia. sizes both Manila and sisal rope, (2) Fitler measured rope marked at intervals of 5. Available on request in Fitler Octags only in sizes 1/4", 5/16", 3/8", and 1/2" diameters. (3) A wire rack requiring 20" x 30" floor space for displaying and dispensing three sizes of rope-a small charge made for this rack when ordered with 300 lbs, or more of rope. (4) "Take-Along" coils of Fitler Ma-nila rope, 50' and 100 individual coils wrapped in polyethylene for selfservice selling from Dispenser Rack. The rack, on rollers, is furnished free when a complete group is ordered. Delivered in 300 lb. lots (order may be combined with other Manila rope). (5) The No. 57 Rope Merchandiser, 54½" x 44½" x 23¼", will hold six full Octags or six full reels of rope or a combination of both. Rope feeds through guides to a measuring device and cutter. To all dealers handling

RELIABLE

FAVORITES THROUGHOUT THE SOUTH!

POPULAR PRICED. **BIG VOLUME SELLERS** THAT RING UP SALES!

ask your local distributor or write for catalog

JUSTRITE

Famous for generations for reli ability, these carbide lamps give bright, white outdoor light at low cost. Safe, easy to operate. The new cap models burn 4 hours. Hand models burn 8 hours, have automatic water feed. Both styles have highlypolished reflectors, 4-inch or 7inch size.



No. 2-840 Cap Lamp 4-inch Reflector Suggested Retail \$3.70

JUSTRITE ELECTRIC HEADLAMPS

weather lamp that leaves hands free. Has powerful focusing beam, wide adjustable head strap, 4-foot cord, switch on headpiece. Used with

regular 6-volt battery. No. 1904-2 Headlamp with Bulb Suggested Retail \$2.95

JUSTRITE MFG. CO. Chicago 14, III.

FAST-MOVING GARDEN TOOLS

made and LIFETIME GUARANTEED by quality-famous MANN Craftsmen!

... short-handled (15" hickory) multi-use tool; choice of hobby gardeners-gift packaged, too! Weighs only 22 oz.

Rapi Digger -15 Cat. No. 83-1-15



, long-handled (48" white ash) "stand-up" models for nearly every gardening use . . . digging, cultivating, prying, etc.



Rapi Dipper -48 Cat. No. 20-1-48 Trowel strock blades combined; weighs only 36 az.



Rapid-Till Cat. No. 27-1-48 A 3-line cultivator combined with 2" matteck blade; 32 az-



Rapid-Ho Cat. No. RH-1-48 A broad (4") hae and 2 in. "cutting" blade; wt. 40 oz.



Rapid-Weeder Cat. No. EW-1-48 Broad hoe blade and 2-prong cultivator; weight early 35 ez

ALL are forged from top-quality American-made steel; ALL are Lifetime Guaranteed; ALL retail about \$3.00 each.

MANN EDGE TOOL CO.

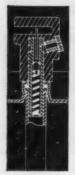
Lewistown 2, Pennsylvania

Making honest-value tools for more than a century.

FOR THIS VALVE



your guide to trouble-free aerosol paints



NON-CLOG DESIGN IDEAL SPRAY PATTERN NO FINGER FATIGUE

Look for the plastic top with this distinctive profile ...it identifies THE EXCLUSIVE SPRAYON "DANVERN" AEROSOL VALVE

When you stock self-spraying paint, this famous valve means dependable performance and happy customers. You'll find it on the aerosol cans of many of the nation's best-known paint manufacturers*. Engineered specially for paints, the Sprayon "Danvern" valve has no parts that "age" on the shelf and is virtually foolproof in operation. It is clean and easy to use and always works. Be sure the aerosols you stock have it.

*Names furnished on request.

SPRAYON PRODUCTS, INC. 2075 East 65th St., Cleveland 3, Ohio

Fitler brand Manila rope, Fitler will furnish, on request, metal signs for counter or wall use. For more information—

Write in No. A27 on card, Pg. 65

Independent Nail & Packing Co. Bridgewater, Mass., has display boards available on each of the following: Stronghold line of Nails, Drive-Rite aluminum nails, non ferrous nails, conduit staples, and the Farm Family board. For more information—

Write in No. A28 on card, Pg. 65

Nixdorff-Krein Manufacturing Co. 916 Howard St., St. Louis 6, Mo., has available the Merchaindiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular steel frame with no sharp edges. For more information—

Write in No. A29 on card. Pg. 65

American Biltrite Rubber Co.. Chelsea 50, Mass., provides dealers with full-color literature, advertising mats, and photo artwork for Biltrite and Boston Garden Hose and Sprinklers. In addition to a metal display rack on casters, a full-color merchandising display is available which displays over 36 coils and may be used as an island or against the wall. Also available are water flow charts and display cards. For more information—

Write in No. A30 on card, Pg. 65

Crescent Tool Co., Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special lineman's tools, etc. The displays, 23 in all, can be mounted in units of one, two, four, six, 12 and 16 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Stands to mount four, six, 12 and 16 panels are available at low cost. Crescent recently added a series of 18 fixtures for mounting on Pegboard. Each fixture comes with a small assortment of tools at the cost of tools only. For more information-

Write in No. A31 on card, Pg. 65

Campbell Chain Co., York, Pa., offers the following display units: The compact Chain Reel Display Unit, redesigned to load from front, incorporates handy chain end holders and new cutter. Requires less than two square feet of floor space. It has a blue and yellow baked finish and five accessory bins at top, is 53¾" high, 20½" inside, 21¼" deep. The Proof Coil Chain Merchandiser which requires only one square foot of counter or floor space; shipped pre-as-

sembled. Unit is 24" high when used for counter display; stands 39" high when used as a floor unit. Blue Temper Proof Coil Chain Assortment consists of 3/16" and 1/4" chain in 10', 15' and 20' lengths; 5/16" chain in 10' and 15' lengths. For more information—

Write in No. A32 on card, Pg. 65

Hanson Scale Co.. 1777 Shermer Rd., Northbrook, Ill., offers a versatile point of purchase display stand for its line of personal scales. The stand, No. D-108, is in the form of a wire bracket and can be used as a counter or window display, or hung on peg board, it is 16" high by 11" wide. For more information—

Write in No. A33 on card, Pg. 65

Amerock Corp., Rockford, Ill., offers colored envelope stuffers illustrating the full line of cabinet hardware for consumers. The folder includes the full line of pulls, knobs, hinges, catches, and window sash locks and lifts. Space is provided for imprinting. A variety of free ad-mats are also available to interested dealers. For more information—

Write in No. A34 on card, Pg. 65

The Eclipse Lawn Mower Co., Prophetstown, Ill., announces that a direct mail broadside on Eclipse Wasp chain saws is being mailed free in quantities up to 500 for dealers ordering two or more saws. The colorful broadside opens up to 34" x 23". Dealers wishing to use more than the 500 free maximum may order additional copies "in-the-mail" at a cost of three cents each. For more information—

Write in No. A35 on card, Pg. 65

The Yale & Towne Manufacturing Co.. White Plains, N. Y., provides carded hardware as a dealer help in boosting sales. Yale also advocates the use of mounted samples on display boards as a permanent merchandising idea. Package merchandisers are offered by the company for location in strategic positions. All merchandisers are in bright colors. For more information—

Write in No. A36 on card, Pg. 65

Upson Brothers. Inc., 65 Broad St., Rochester 14, N. Y., offers a peg board display with crystal clear plastic shelf free with its UP-39 Display Assortment of Upson Standard Screwdrivers. The display may be used on wall, counter, or shelf; requires 11 inches of space; price and type number are printed for each item. Holds 39 drivers, nine sizes of fastest moving numbers, and two types (31 slotted head, eight crosspoint). Packed one to a carton. For more information—

Write in No. A37 on card, Pg. 65

Stevens-Burt Co., Water Master Co. Division, New Brunswick, N. J., provides a colorful display card for its all-angle toilet plunger. The card

JOHNSON'S BUCKTAIL SPOON



IT'S A NATURAL!

It looks good . . . it fishes like mad . . . it'll sell like hot cakes. Three sizes take care of spin fishermen, ultra light tackle fans, fly rodders, and light bait casters. Weedless or nonweedless. Interchangeable bucktail trailers in wide color selection. Forged blades. Finishes: silver, black nickel, gold, copper, yellow/red, and red/white. Priced from \$1.25 to \$1.50. Make a note to order samples from your jobber, or write for catalog sheet.

Louis Johnson Company

1545-C Deerfield Rd., Highland Park, III.
"Makers of Famous Silver Minnow"

carries an illustrated message and is fitted with two holes to slip on the yellow plunger handle. For more information—

Write in No. A38 on card, Pg. 65

Tennessee Coal & Iron Division. United States Steel Corp., Fairfield, Ala., offers dealers promotion items which include folders, leaflets, and the Farmers and Ranchers Handbook. Color folders feature such items as the Griptite Staple and Ranger Barbed Wire. Also available to dealers is a library of films designed for showing to farmer, civic, social and educational groups. Films may be borrowed without charge, with a film catalog supplied on request. For more information—

Write in No. A39 on card, Pg. 65

Foley Manufacturing Co., 3300 5th St., N. E., Minneapolis 18, Minn., continues its 14-day trial offer on Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. Dealer has nothing to lose as the company states that it will replace the used mower whenever requested. Window streamer and ad mats available on all items. For more information—

Write in No. A40 on card, Pg. 65

O. F. Mossberg & Sons, Inc., P. O. Box 1302, New Haven, Conn., makes available to dealers consumer stuffers for enclosure with mailings or counter use; a consumer stuffer on Mossberg's 4X scopes and its latest adjustable power scope; and a Retail Sales Manual for the dealer and his sales staff. In addition, the company offers free electrotype advertising mats. For more information—
Write in No. A41 on card, Pg. 85

Style-Crafters, Inc., Greenville, S. C., offers a number of promotional materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folders on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, glossy photos, newspaper mats, radio and TV spots, and packaging. An aluminum floor display rack which holds a full 2-dozen assortment of the company's various products and which features an enameled red, white, and blue double faced sign is also available. For more information-

Write in No. A42 on card, Pg. 65

Turner Corp., 821 Park Ave., Sycamore, Ill., outlines its promotional helps to dealers in a brochure entitled "7 Ways to Increase Your Torch Profits." In addition to making available floor or wall display units and envelope stuffers, the company suggests that the dealer feature



specials, that he buy during promotional specials, and that he work up a propane tank exchange program. Turner also will pay a 50% newspaper advertising allowance up to \$25 per month, and urges dealers to cash in on the company's national advertising program. For more information—

Write in No. A43 on card, Pg. 65

The Ruberoid Co., 500 Fifth Ave., New York 36, New York, manufacterers of building products, offers a wide selection of envelope stuffers, window display material, counter displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc., a two-piece metal entrance doorway sign; and a truck sign. Also included are a number of colorful counter displays. For more information—

Write in No. A44 on card, Pg. 65

McCulloch Corp., Marine Products

Div., 2901 East Hennepin Ave., Minneapolis 13, Minn., offers the following promotional aids to dealers. Scott's display service "A" and "B", which gives dealers a continuous flow of point-of-purchase display material throughout the year—each service consists of four mailings of display material which ties in with Scott's national advertising. In addition, Scott makes available line folders, price sheets, service uniforms and emblems, billboard poster roadside signs, radio scripts, 30-minute movies, store-front signs, and clock signs. For more information—

Write in No. A45 on card, Pg. 65

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon re-

quest. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. Also at modest cost, the company offers three merchandiser and display rack deals for shovel and steel goods. For more information—

Write in No. A46 on card, Pg. 65

The Acme Shear Co., Advertising Dept., 100 Hicks St., Bridgeport, Conn., is offering free to dealers mats for their local newspaper advertising on Kleencut Scissors and Shears. A four-page folder showing the 28 mats with a postage paid return order card is available upon request. For more information—

Write in No. A47 on card, Pg. 65

O. Ames Co., Parkersburg, W. Va., is offering a wide variety of ad mats on its full line of garden tools. Avail-



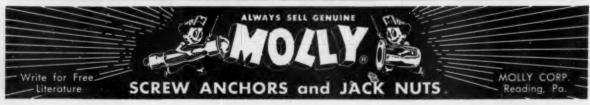




REPRESENTATIVES THROUGHOUT U.S. AND CANADA . WRITE

LOU J. EPPINGER MFG. CO. 6340 Schaefer Hwy., Dept. SH-11, Dearborn, Michigan





able in one column size, the mats provide generous space for imprint and price. A proof sheet showing available mats is available upon request. For more information-

Write in No. A48 on card, Pg. 65

Henry L. Hanson Co., Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in support holes that serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stock. An information chart is also available. The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information-

Write in No. A49 on card, Pg. 65

S. G. Taylor Chain Co., Inc., Hammond, Ind., and Pittsburgh, Pa., offers dealers a chain display stand with long-leverage chain cutter. When holding its maximum seven reels it serves as a chain department in itself, occupying less than two square feet of floor space. For more information-

Write in No. A50 on card, Pg. 65

Hoosier Tarpaulin & Canvas Goods Co., Inc., 1302-10 West Washington St., Indianapolis 6, Ind., offers new complete sales programs for wholesale distributors on Hoosier Tarpaulins, Tents, and Boat Covers. These sales programs include the suggested stock of the fastest selling sizes or models and complete advertising, sales promotion and selling aids including miniature tarpaulins and tents, wall display posters, signs, newspaper ad mats, self-mailer envelope stuffer brochures, list price selling catalogs, individual display cartons, inventory control cards, and glossy photos. For more informa-

Write in No. A51 en card, Pg. 65

Southern Screw Co., Statesville, N. C., offers the Wood Screw Actual Size Chart which is designed especially for the hardware dealer with a customer who wants a wood screw "just about this size." The chart illustrates the actual size of wood screws in lengths from 3/16" to 6" and #0 to #24 diameters. Also 11lustrated are driver types and head styles with materials and finishes listed. The chart is printed on glossy stock. Dealers may obtain the chart without charge from their distributor -available through this source only. For more information-

Write in No. A52 on card, Pg. 65

Electro-Line Appoints Deveney as Sales Rep

A. H. DEVENEY & Co., Inc., Birmingham, Ala., is now serving as sales representative for Electro-Line Products Co., of Saukville, Wis., in the following territory: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Announcement of the appointment was made by Bill Croatt, sales manager of the company which manufactures bull dozer fence controls.

Associated with the A. H. Deveney company are the following representatives and their respective headquarters: Henry F. Schwabe, Louisville, Ky.; I. H. Griffin, Jacksonville, Fla.; J. E. Gills, Richmond, Va.; Chapman Anderson, Jr., Dallas, Texas; and Harry W. Blake, Little Rock, Ark.

PUBLISHER'S STATEMENT

Of Southern Hardware, published monthly at Dalton, Ga., for November 1, 1980.

monthly at Daltan, Ga., for November 1, 1960.

Before me, a Notary Public in and for the State and County aforesaid, personally appeared Charles E. Smith, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Southern Hardware, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication, for the date shown in the above caption required by the Act of August 24, 1912, as amended by Act of March 3, 1933, embodied in Section 537, Postal Laws and Regulations, printed on the reverse side of this form to-wit.

1. That the names and addresses of the publisher, editor and business manager are:

1. That the names and addresses of the publisher, editor and business manager are: all the publisher, w. R. C. Smith Publishing Co., Atlanta, Ga. Editor, Ralph E. Kirby, Atlanta, Ga. 2. That the owners are: W. R. C. Smith, Atlanta, Ga.; W. J. Rooke, Atlanta, Ga.; C. A. Shanta, Ga.; W. J. Rooke, Atlanta, Ga.; O. A. Sharpless, Atlanta, Ga.; E. W. O'Brien, Atlanta, Ga.; G. Mrs. E. L. Philpot, Atlanta, Ga.; J. C. Cook, Atlanta, Ga.; R. S. J. Jones, Atlanta, Ga.; Mrs. E. L. Philpot, Atlanta, Ga.; A. F. Roberts, Atlanta, Ga.; S. J. Jones, Atlanta, Ga.; W. C. Herbert, Atlanta, Ga.

3. That the known bondholders, worlinger holding 1 percent or more of total amount of bonds, mortgages, or any other security holders are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and accurities in a capacity other than that of a bona fide owner.

CHAPLESE E SMITH Eusless Manager.

CHARLES E. SMITH
Business Manager.
Sworn to and subscribed before me this
26th day of September, 1960.
SEBA J. JONES, Notary Public
My commission expires February 28, 1962.



ALWAYS

We always did, and always will direct customers, millions of them, to hardware stores, to your hardware store for their Water Master Toilet Tank Balls.

Your customers ask for Water Masters. It pays to carry them. For a small investment, you can enjoy these smooth, easy sales, the year 'round.



NEW PRODUCTS

For more information on these new products use the return free post card on page 65

Gilson Pacer

Gilson Bros. Co., Plymouth, Wisc., moves into the garden-tractor lawn mowing business with the introduction of the Gilson Pacer.



The Pacer is a compact rear engine tractor with attachments that will till and cultivate, plow, remove snow, bulldoze, mow lawns, serve as a disc harrow and sickle bar mower.

The Pacer has the contour of a Jeep, and is made of fabricated steel. All lever controls and panels are within easy reach of the operator. The automotive-airplane type steering wheel, recessed headlights, and a bucket seat for the riding operator are additional features. For more information—

Write in No. 358 on card, Pg. 65

Multi-Use Garden Unit

Lawn-Boy, Waukegan, Ill., features in its 1961 line the Hobby Gardener, a garden unit said to be adaptable to all forms of small gardening.

Blades of the three-tined tilling at-



tachment offer sufficient depth to prepare the soil properly, and can be expanded or contracted to conform to the width of rows. The hoeing attachment trims lawn and flower bed borders, cultivates between plants and under shrubbery, as well as digs holes for plantings.

The Hobby Gardener, weighing only 40 pounds with attachments, sells for approximately \$99.95. For more information—

Write in No. 359 on card, Pg. 65

Saw Blade Assortment

The Forsberg Manufacturing Co., Bridgeport 1, Conn., announces the G-3000 Sabre Saw Blade Display. Blades included in the assortment



fit most Sabre Saws, the company states.

The 2-color metal display stand is suitable for standing on a counter, or mounting on a peg board. It is completely assembled, ready for mounting cards on hooks. Size is 22" wide by 11" high.

Packed one display per labeled carton for easy reshipment to dealer. For more information—

Write in No. 360 on card, Pg. 65

Green Spot Sprinklers

The Green Spot "Spring Tonic" Revolving Sprinkler Pak is offered in the 1961 line of the Otto Bernz Co., Inc., Rochester, N. Y. The Pak offers dealers 48.5 percent profit on a \$25.13 purchase of six revolving sprinklers.



With each purchase come six nozzles and one square sprinkler at no cost to dealers.

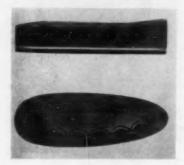
The 1961 sprinklers feature polished tubular aluminum sled runners, a new convenience handle, and Select-O-Spray dial.

Green Spot sprinkling equipment comes in newly-designed packages which have green as the predominant color. For more information—

Write in No. 361 on card, Pg. 65

Recoil Pads

In the future all Pachmayr Deluxe White Stripe Recoil Pad Field Models will also be available with a lacy, scalloped stipple effect on the buttend of the pad, according to Pachmayr Gun Works, Inc., 1220 S. Grand Ave., Los Angeles 15, Calif.



It is said to enhance the appearance of the pad, to offer a sure grip surface against the shoulder, to offer protection against recoil shock, and special shoulder comfort.

There is a size to fit any gun in either red, brown, or black. List price, \$3.75. For more information—write in No. 362 on card, Pg. 65

"Fire Chief" Velocipede

Featured in the 26-model velocipede line of Murray Ohio Manufacturing Co., 635 Thompson Lane, Nashville 4, Tenn., is the "Fire Chief" Velocipede.



Highlight is the rear chrome side rails which give the three-wheeler a chariot appearance. The rails are mounted to the upper step and curve up, back, and down to the rear of the lower platform for rigid construction. (Patent Applied For).

In fire engine red trimmed in white

and chrome, the 16" model also has a fire engine gong bell, knuckle guards, streamers, and white wall tires, plus chrome front truss rods. For more information—

Write in No. 363 on card, Pg. 65

"Razor-Lite" Shovel

The "Razor-Lite" shovel, a lightweight shovel with the backbone construction used in the Razor-Back shovel, is introduced by The Union Fork & Hoe Co., Columbus 15, Ohio.



The center section is rolled with extra (13 gauge) thickness extending from the top of the socket to the cutting edge for greater strength and resistance to wear-back.

The "Razor-Lite" is offered in basic round and square point patterns with long and D handles, in No. 2 sizes. For more information—

Write in No. 364 on card, Pg. 65

Bungalow Tent

Fulton Cotton Mills, Atlanta, Ga., announces six new models in its expanded tent camping line for 1961. Included is the Economy Bungalow Tent, Model 2081, which sleeps four comfortably.

The Economy Bungalow Tent has walls and floor made of 6.74 oz., and roof of 7.68 oz. Fultex treated green Drill. Screened windows are full length two sides and rear wall, with flaps on the outside which double as awning or store flaps. Door at front has screen zipper.

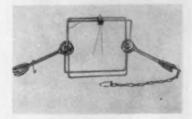


Tent is complete with poles, stakes, and guy ropes. Individually packaged in carton. Weight, 75 lbs. For more information—

Write in No. 365 on card, Pg. 65

Mink Trap

Animal Trap Co. of America, Lititz, Pa., has added another model to its line of Victor Conibear traps the No. 120 Victor Conibear Mink Trap.



A special wire trigger permits the trap to be baited easily for use in blind or water sets. Two square jaws formed of steel rod work on a "scissors-hold" action; the double springs assure fast, humane killing without damage to the pelt.

Jaw spread of the trap is 4½" x 4½". For more information—

Write in No. 366 on card, Pg. 65

"Safari" Fishing Reel

The Safari model 4800 now comes with Star Drag, the Bronson Reel Co., Bronson, Mich., announces as a plus feature for this direct drive level winding reel for 1961.



Priced retail at \$14.95, the Safari has two nylon gears with 4 to 1 retrieve ratio for noiseless operation.

Other Safari features for 1961 are adjustable lashless type drag, reversible Duo-Pawl second adjustable click. Capacity is 100 yds. 15 lb. test line, weighs nine ozs. For more information—

Write in No. 367 on card, Pg. 65

Lock-Jaw Plier Wrench

Designed by Barcalo Manufacturing Co., 225 Louisiana St., Buffalo, N. Y., the Lock-Jaw plier-wrench features an exclusive and patented Red-E-Release which makes it easy to use. Locking and releasing requires only one hand.



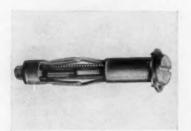
The Lock-Jaw plier-wrench sells itself from a colorful, illustrated self-service carton suitable for display on counter or shelf. Individual packages, packed six to the carton, have space for price and have a punched tab for hanging from a peg board or other hook display. Full-Vue window gives the customer a good look at the product. For more information—

Write in No. 368 on card, Pg. 65

Hollow Wall Anchor

The "Dazy" Hollow Wall Anchor has been added to the line of fastening and drilling devices for masonry of the Arro Expansion Bolt Co., Marion, Ohio.

The "Dazy" is made in nine sizes to accommodate various wall thicknesses and loads. When installed, the



fixture can be removed and replaced as many times as necessary without disturbing the anchor.

A rib-design on the underside of the screwhead eliminates galling in installation. For more information—

Write in No. 369 on card, Pg. 65

"Roto-Rugg" Mower

A rotary mower specially designed for grass-catching is announced by The E. T. Rugg Co., Newark, Ohio. This "Roto-Rugg" Model BT28-1

This "Roto-Rugg" Model BT28-1 has a wind tunnel chute design that diverts clippings into the two-bushel capacity bag and swirls them toward the opposite side to utilize the full capacity of the bag.



The "Roto-Rugg" grass-catcher design is available in the push-type pictured, and in a self-propelled front wheel drive Model BT-700SP-1. Both models have a 21" cutting width, are powered with a 4-cycle, 2½ hp Briggs and Stratton engine with impulse starters. For more information—

Write in No. 370 on card, Pg. 65

Tackle Boxes

Umco Corp., Spring Park, Minn., announces the addition of six new "Low End" fresh and salt water tackle boxes to its line for '61. The boxes are available in either embossed aluminum or green leather-textured plastic called Umcolite.

Sizes available are as follows: Model 173 aluminum, shown, or 173 plastic—17½ x 7 x 6¾" with three cantilever trays, 23 lure compart-



ments and an extra reel clip inside cover.

Model 133 aluminum or 133 plastic —13½ x 7 x 6¼" with three fulllength cantilever trays and 21 lure compartments.

Model 131 aluminum or 131 plastic — 13½ x 7 x 5½" with one cantilever tray and seven lure compartments. For more information—

Write in No. 371 on card, Pg. 65

Fishing Line Package

Gudebrod Bros. Silk Co., Inc., Philadelphia, Pa., announces Dylite packaging for its premium fishing lines—G-String Dacron, G-6 Bluespot Dacron, G-6 Dacron Squidding, Tarpon Tamer Dacron, New Green Dart Monofilament, and New 808 Flat Top Monofilament.

Each tray holds six spools of line. Package design allows open display with the spools in full view.

The tray itself is fabricated of Terrazzo patterned Dylite, with recesses built in for the spools. For more information—

Write in No. 372 on card, Pg. 65





Gun Blue

Marble Arms Corp., Gladstone, Mich., announces #7 "Touch-up" Gun Blue as a new addition to its line of outing equipment. Applied "cold," Touch-up Blue is said to



answer the need of the shooter who wants to keep his guns in perfect shape.

The unbreakable bottle is packaged in the new skin pack and individually carded for impulse sales. Suggested retail price is 49 cents. For more information—

Write in No. 373 on card, Pg. 65

Garden Tractor

Panzer Products, Inc., a division of the Virginia Metalcrafters, Inc., of Waynesboro, Va., is introducing the Panzer-T70 "Compactor," a compact garden tractor, complete with an entirely new shiftless and clutchless transmission.

Featuring instantaneous forward and reverse operated with one lever, the Panzer-T70 "Compactor" offers a "glidematic" drive previously found only in automatic transmission automobiles.

Weighing 540 pounds, the tractor features a 534 hp Briggs and Stratton engine. It sells for \$495; with an

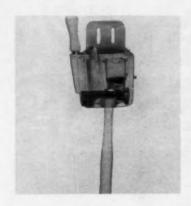


electric starter, \$595. For more information-

Write in No. 374 on card, Pg. 65

Tool Pouch

A top-quality leather tool pouch which holds both nails and tools in one lightweight unit is offered by Goldblatt Tool Co., Kansas City 41, Mo. It is designed to fit over a regular belt.



In addition to the nail pocket, the tool pouch has specially designed pockets to hold a steel rule, an all purpose cutting knife, a hole saw, and a drywall hammer or carpenter's hammer.

The empty pouch weighs only 7½ ozs. It is 7½" wide and 6½" deep. Sells for \$6.98. For more information...

Write in No. 375 on card, Pg. 65

Mechanics Vises

A new series of Mechanics Vises is announced by Milwaukee Tool & Equipment Co., 2773 South 29th St., Milwaukee 46, Wis. The vises are ruggedly designed, machined and assembled like machinist vises, yet sell for less, the company states.

Features include full 160° swivel; protected factory-lubricated screw; hardened serrated tool steel replaceable jaws; malleable iron casting.

Available in three sizes, model 865 will offer 5" jaw width; model 864, 4"; model 863, 3½". For more information—

Write in No. 376 on card, Pg. 65

Bat Repair Kit

A process for repairing cracked or broken bats is announced by Sav-A-Bat Co., Dept. R, 39 West Cardigan St., St. Louis 35, Mo. The process utilizes a kit containing plastic resin and hardener, applicator, and a fibreglass sleeve.

Sav-A-Bat is available in 1-Bat Kits at \$1.49 and 4-Bat Kits at \$3.75. For more information—

Write in No. 377 on card, Pg. 65



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"FLORIDA IS OUR BUSINESS"

HARDWARE STORE in Orlando, Florida, Shopping conter, Well established and located, with 300-car parking area. Modern fixtures, up-to-date inventory, with 4.50 square for sales believed to the sales of the sales of

MFGRS. REPS. TO CALL ON RETAILERS Protected serritories in N.C., S.C., Ga., Va., Md., Del. for aggressive men (with proven sales records) calling directly on retail hardware, lumber, dept. store & supply houses. Sell well established, complete, fine-quality garden hose line to retailers at distributor's prices. Give full details first letter. Box 721, Southern Hardware, 806 Peachtree St., N. E., Atlanta 8, Georgia.

For

Best Results

Use

Southern Hardware

Want Ads

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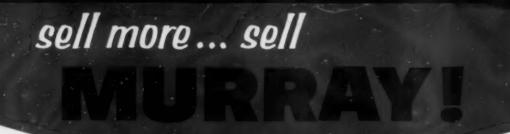
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